

# Luverne Retail Trade Overview

## Total Taxable and Gross Retail Sales

The table below presents gross and taxable retail and services sales for Luverne from 1990 through 2011. Taxable sales in Luverne declined 1 percent from 2008 to 2011, while the number of firms fell 9.1 percent. Statewide, taxable sales increased 7.1 percent over the same time period and the number of firms rose 3.7 percent. The per capita sales and pull factor data in this table are based on taxable sales, the more verified sales measure.

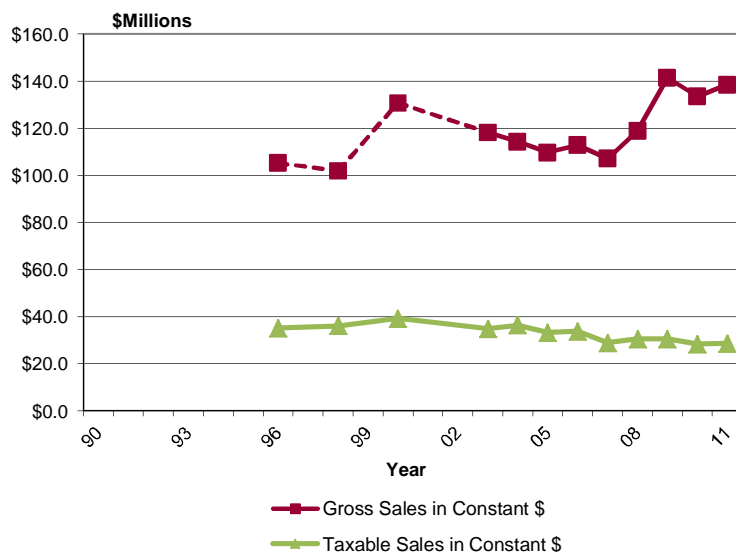
The table also presents sales data in constant 2011 dollars. These figures have been adjusted for inflation to reflect their value in 2011. For example, in 2000, taxable sales in Luverne totaled \$29.87 million, an amount worth \$39.3 million in 2011 dollars. In constant dollars, gross sales grew 16.6 percent between 2008 and 2011. Constant dollar taxable sales decreased 5.9 percent over the same time period."

Year	Estimated Population	Current Dollars		Constant 2011 Dollars		Number of Firms	Per Capita Sales	Pull Factor
		Gross Sales* (\$millions)	Taxable Sales (\$millions)	Gross Sales* (\$millions)	Taxable Sales (\$millions)			
1990	4,395	NA	NA	NA	NA	NA	NA	NA
1995	4,476	NA	NA	NA	NA	NA	NA	NA
2000	4,617	\$99.36	\$29.87	\$130.73	\$39.30	161	\$6,468	0.85
2003	4,531	\$95.78	\$28.25	\$118.24	\$34.87	181	\$6,234	0.70
2004	4,488	\$94.89	\$30.22	\$114.33	\$36.40	174	\$6,733	0.73
2005	4,480	\$94.36	\$28.70	\$109.72	\$33.37	175	\$6,406	0.67
2006	4,459	\$100.42	\$30.14	\$112.84	\$33.86	176	\$6,759	0.70
2007	4,428	\$98.50	\$26.52	\$107.07	\$28.83	147	\$5,990	0.62
2008	4,409	\$112.88	\$28.96	\$118.82	\$30.48	154	\$6,568	0.69
2009	4,418	\$134.28	\$28.99	\$141.35	\$30.52	145	\$6,562	0.73
2010	4,745	\$129.58	\$27.58	\$133.59	\$28.44	143	\$5,813	0.64
2011	4,745	\$138.52	\$28.68	\$138.52	\$28.68	140	\$6,045	0.65
7 yr Change '04 to '11	5.7%	46.0%	-5.1%	21.2%	-21.2%	-19.5%	-10.2%	-10.9%
3 yr Change '08 to '11	7.6%	22.7%	-1.0%	16.6%	-5.9%	-9.1%	-8.0%	-5.6%

\*Gross sales figures are self-reported by firms and not audited by the Dept. of Revenue for accuracy.

## Luverne: Retail/Service Sales in Constant Dollars

Total Sales: Gross & Taxable



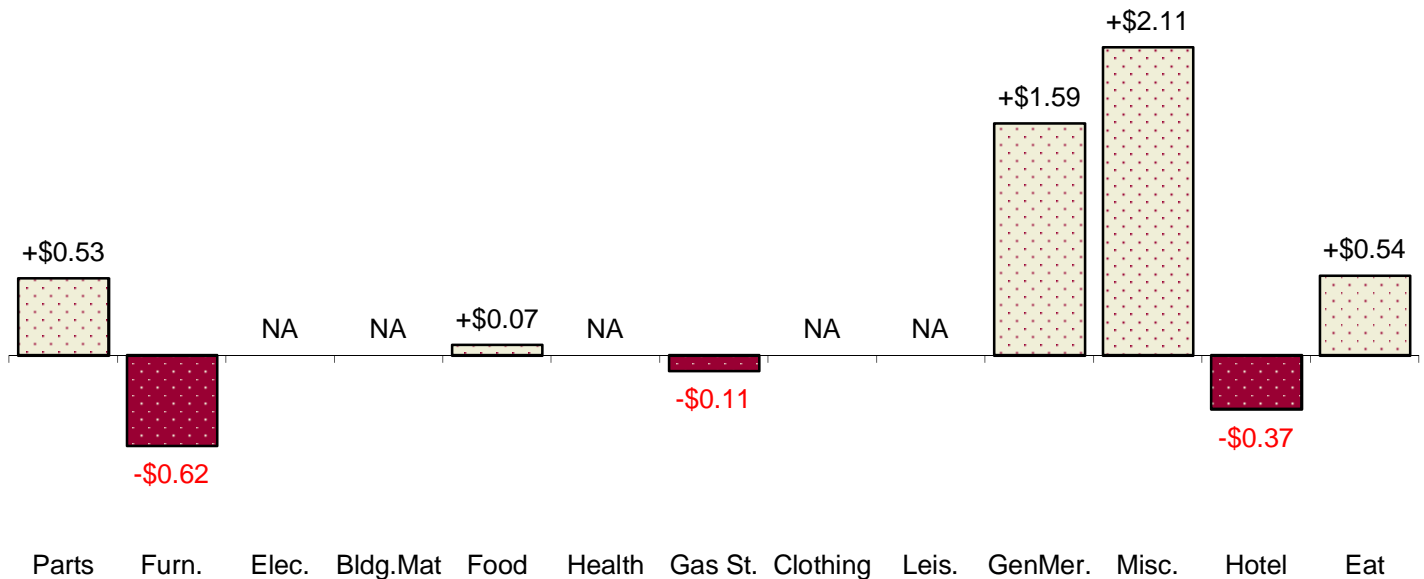
# Luverne

## Components of Change\*, 2008 to 2011

Category	Taxable Sales 2008	Taxable Sales 2011	Dollar Change	Percent Change
Vehicles & Parts	\$2,928,245	\$3,455,661	+\$527,416	+18.01%
Furniture Stores	\$1,070,873	\$450,627	-\$620,246	-57.92%
Electronics	NA	NA	NA	NA
Building Materials	\$3,983,305	NA	NA	NA
Food, Groceries	\$2,255,213	\$2,326,040	+\$70,827	+3.14%
Health, Personal Stores	NA	NA	NA	NA
Gasoline Stations	\$2,188,614	\$2,082,571	-\$106,043	-4.85%
Clothing	NA	NA	NA	NA
Leisure Goods	NA	NA	NA	NA
General Merchandise Stores	\$4,878,099	\$6,465,338	+\$1,587,239	+32.54%
Miscellaneous Retail	\$1,875,053	\$3,983,612	+\$2,108,559	+112.45%
Accommodations	\$1,440,978	\$1,073,516	-\$367,462	-25.50%
Eating & Drinking	+\$4,410,350	+\$4,954,513	+\$544,163	+12.34%
<b>Total Retail and Services Sales</b>	<b>\$28,959,006</b>	<b>\$28,681,779</b>	<b>-\$277,227</b>	<b>-0.96%</b>

\* Figures not adjusted for inflation.

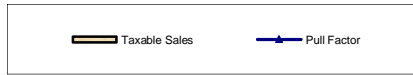
## Dollar Changes by Category (in Millions) 2008 to 2011



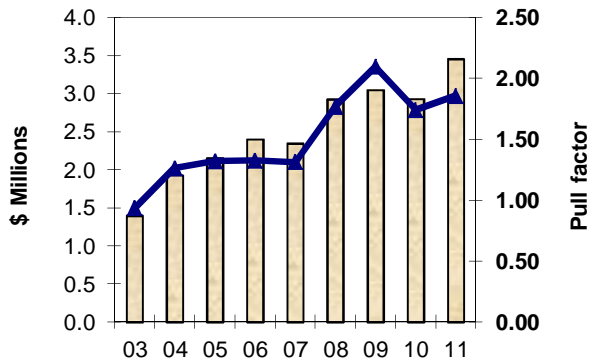
# Recent Trends By Merchandise Category

## Luverne

This page looks at several merchandise categories to chart the multi-year trend in taxable sales and pull factor. NA=Suppressed Data



### Vehicles & Parts

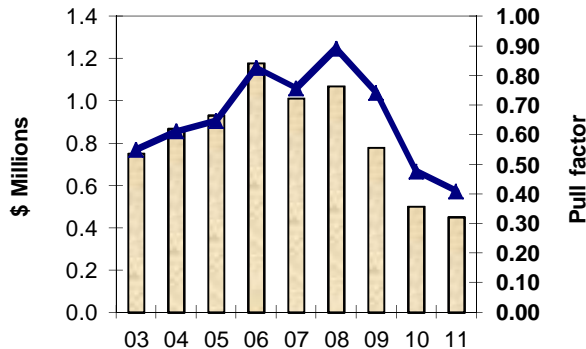


12.0% of Luverne's taxable sales in 2011

Sales per capita are \$728

*Stores in the Motor Vehicle and Parts Dealers subsector retail motor vehicles and parts from fixed point-of-sale locations. This can include automobiles, campers, RV's, boats, out-board motors, sailboats, snowmobiles, motorcycles, and all terrain vehicles.*

### Furniture

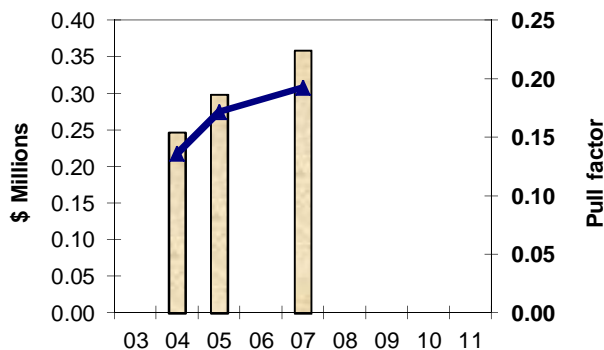


1.6% of Luverne's taxable sales in 2011

Sales per capita are \$95

*Stores in the Furniture and Home Furnishings subsector retail new furniture and home furnishings from fixed point-of-sale locations. This can include bed stores, office furniture, carpet stores, window treatments, lamps, framing shops, linens, and kitchenware.*

### Electronics



NA of Luverne's taxable sales in 2011

*Stores in the Electronics and Appliance subsector retail new electronics and appliances from point-of-sale locations. This can include household appliances, sewing machines, vacuum cleaners, computers, cameras, telephones, cell phones, televisions, and radios.*

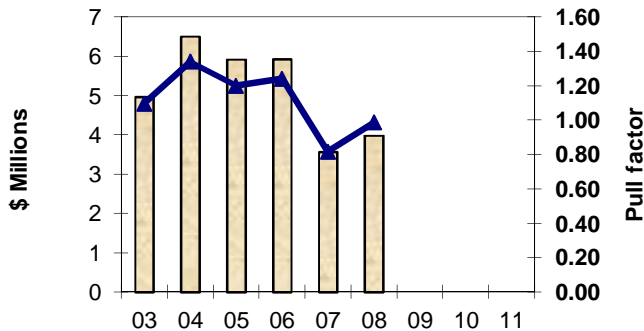
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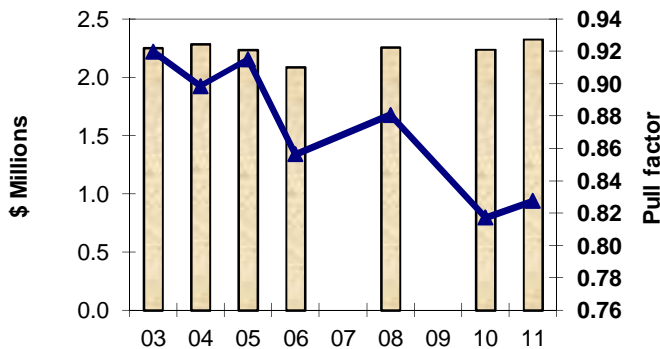
NA of Luverne's taxable sales in 2011

### Building Materials



Stores in the Building Material and Garden Equipment and Supplies Dealers subsector retail new building material and garden equipment and supplies. This includes home improvement centers and stores that sell paint, wallpaper, ceramic tile, fencing, windows, roofing, siding, hardware, and plumbing.

### Groceries & Beverage Stores

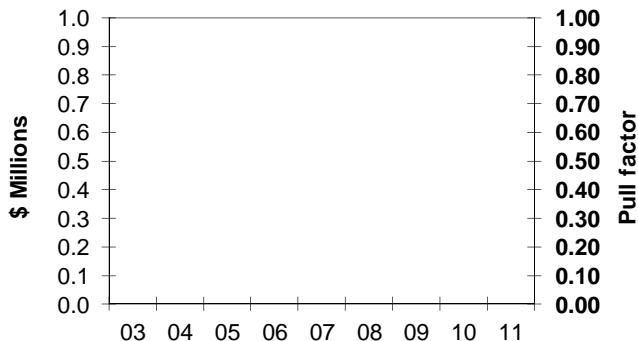


8.1% of Luverne's taxable sales in 2011

Sales per capita are \$490

Stores in the Food and Beverage Stores subsector usually retail food and beverages merchandise from fixed point-of-sale locations. This can include grocery stores, liquor stores, bakeries, candy shops, butcher stores, meat markets, and produce markets.

### Health, Pharmacy, Optical



NA of Luverne's taxable sales in 2011

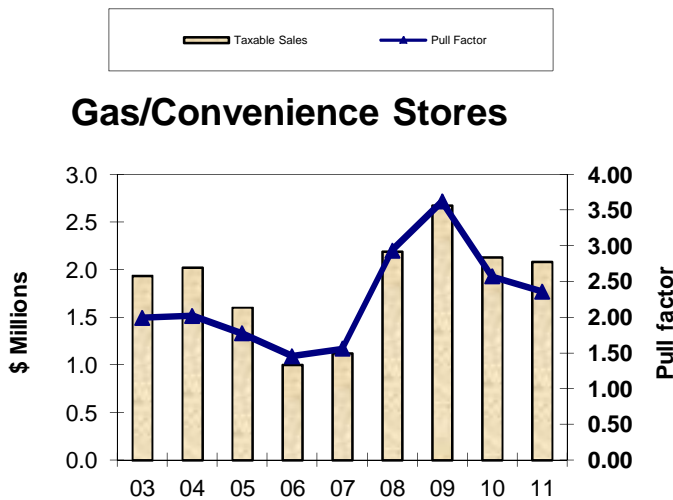
Stores in the Health and Personal Care Stores subsector retail health and personal care merchandise from fixed point-of-sale locations. This includes drug stores, health supplement stores, hearing aid stores, optical goods stores, cosmetic stores, medical supply stores,

# Recent Trends By Merchandise Category

## Luverne

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### Gas/Convenience Stores

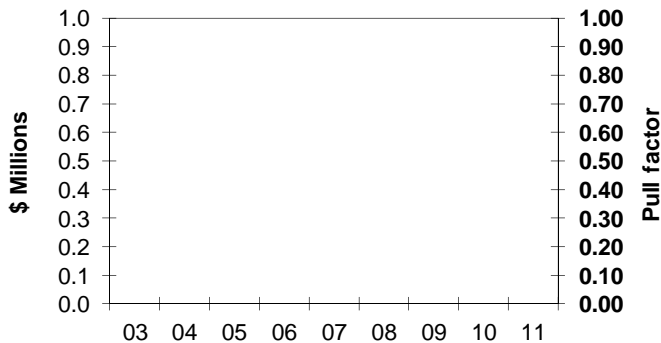


7.3% of Luverne's taxable sales in 2011

Sales per capita are \$439

*Stores in the Gasoline Stations subsector group establishments retailing automotive fuels (e.g., gasoline, diesel fuel, gasohol) and automotive oils and retailing these products in combination with convenience store items. This includes truck stops, C stores, marine service stations, and ordinary gas stations that sell automotive supplies.*

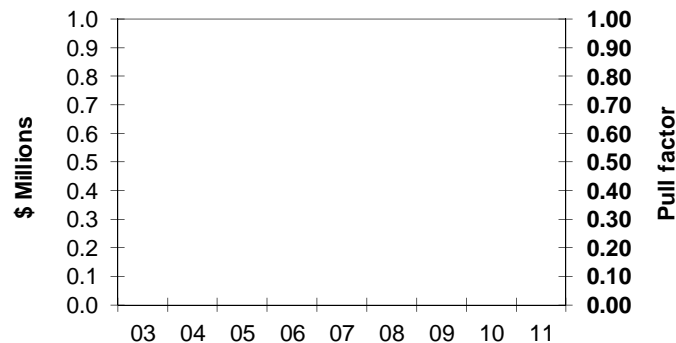
### Clothing & Accessories



NA of Luverne's taxable sales in 2011

*Stores in the Clothing and Clothing Accessories Stores subsector retailing new clothing and clothing accessories. Besides clothing stores it includes shops that sell jewelry, shoes, luggage, handbags, wigs, ties, bridal gowns, furs, uniforms, T-shirts, baby clothing, swimsuits, and lingerie.*

### Sporting Goods/Hobbies



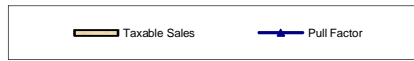
NA of Luverne's taxable sales in 2011

*Stores in the Sporting Goods, Hobby, Book, and Music Stores subsector are engaged in retailing and providing expertise on use of sporting equipment or other specific leisure activities, such as needlework and musical instruments. Newstands also fit in this subsector.*

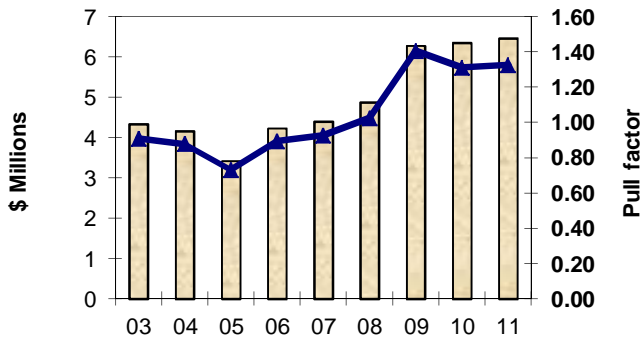
# Recent Trends By Merchandise Category

## Luverne

This page looks at several merchandise categories to chart the multi-year trend in taxable sales and pull factor. NA=Suppressed Data



### General Merchandise Stores

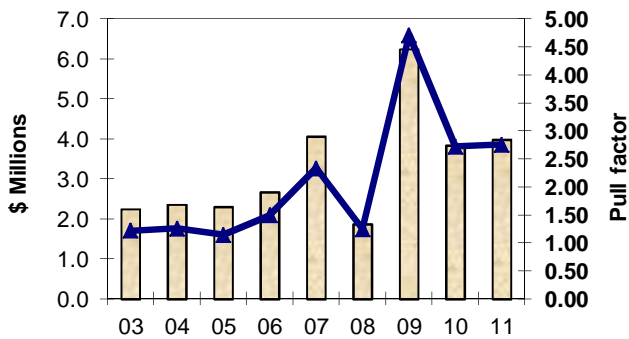


22.5% of Luverne's taxable sales in 2011

Sales per capita are \$1363

Stores in the General Merchandise subsector retail new general merchandise and are unique in that they have the equipment and staff capable of retailing a large variety of goods from a single location. This includes department stores, superstores, dollar stores, and variety stores.

### Miscellaneous & Previously Unreported

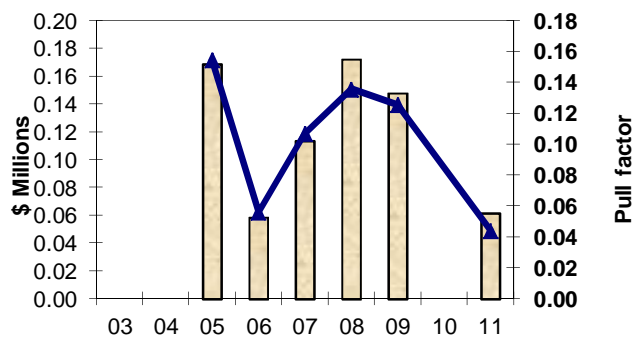


13.9% of Luverne's taxable sales in 2011

Sales per capita are \$840

Establishments such as florists, used merchandise stores, and pet and pet supply stores as well as other store retailers. **Also, if a community had fewer than 4 stores in a previous sector, it was included in this category. This may cause unrealistically high Pull Factors.**

### Non-Store Retail



0.2% of Luverne's taxable sales in 2011

Sales per capita are \$13

Mail-order houses, vending machine operators, home delivery sales, door-to-door sales, party plan sales, electronic shopping, and sales through portable stands (except food). Establishments engage in direct sale (nonstore) of products, such as home heating oil dealers and newspaper delivery are included in this subsector.

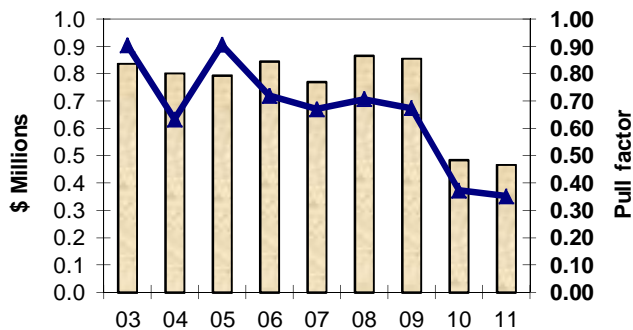
# Recent Trends By Merchandise Category

## Luverne

This page looks at several merchandise or service categories to chart the multi-year trend in taxable sales and pull factor. NA=Suppressed Data



### Amusement

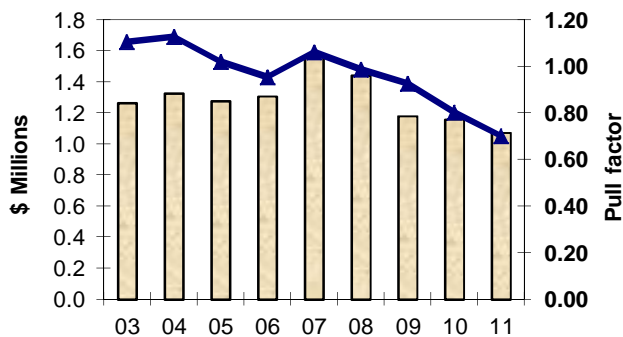


1.6% of Luverne's taxable sales in 2011

Sales per capita are \$99

*Establishments include casinos, bowling lanes, water parks, amusement parks, arcades, bingo halls, golf courses, ski slopes, marinas, dance or fitness centers, recreational clubs, ice rinks, swimming pools, roller rinks, and the like.*

### Accommodations

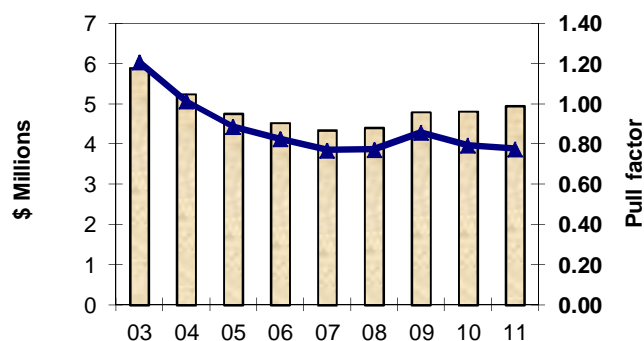


3.7% of Luverne's taxable sales in 2011

Sales per capita are \$226

*These businesses provide provide lodging or short-term accommodations for travelers, vacationers, and others. Included are hotels, motels, lodges, bed & breakfasts, campgrounds, fraternities, boarding houses, and dormitories.*

### Eating & Drinking



17.3% of Luverne's taxable sales in 2011

Sales per capita are \$1044

*These businesses sell food at full-service or limited-service establishments. It includes cafeterias, bagel shops, ice cream parlors, snack bars, food service contractors, caterers, lunch wagons, and street vendors. It also includes bars, taverns, and nightclubs.*

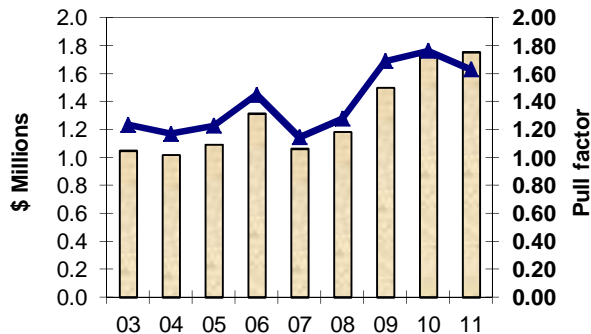
# Recent Trends By Merchandise Category

## Luverne

This page looks at several categories to chart the multi-year trend in taxable sales and pull factor. NA=Suppressed Data



### Repair Businesses

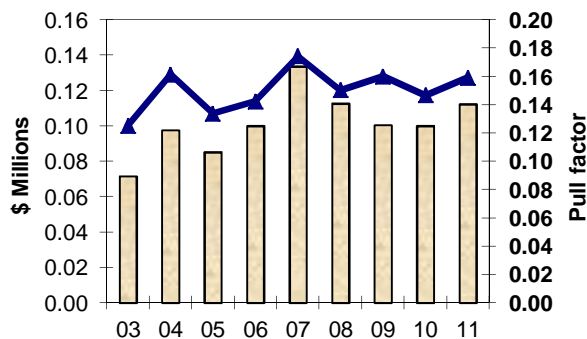


6.1% of Luverne's taxable sales in 2011

Sales per capita are \$370

*The Repair and Maintenance subsector restore machinery, equipment, and other products to working order. It does **not** include plumbers & electricitians. It does include repairs to autos, cameras, radio, television, computers, copiers, appliances, lawn mowers, specialized equipment, small engines, furnitures, shoes, guns, etc.*

### Personal Service Providers



0.4% of Luverne's taxable sales in 2011

Sales per capita are \$24

*Services performed include: personal care services; barber shops & beauty parlors; death care services; laundry and drycleaning services; and a wide range of other personal services, such as pet care (except veterinary) services, photofinishing services, temporary parking services, and dating services.*

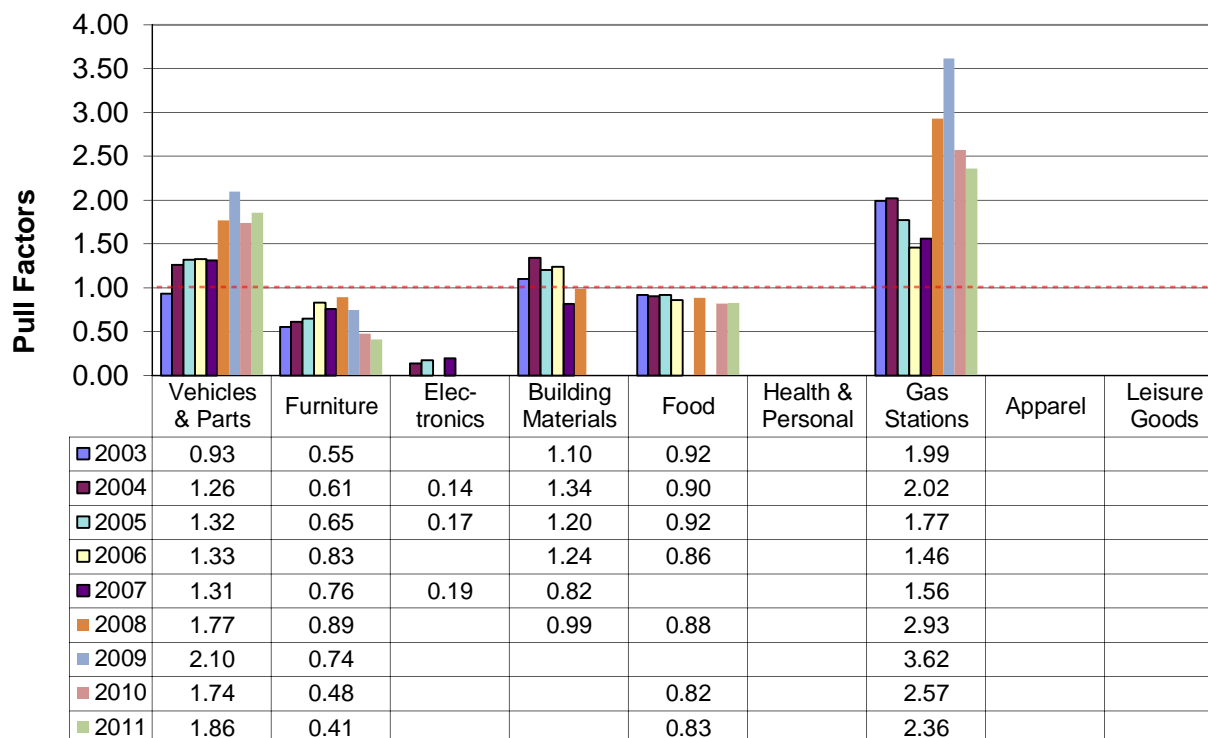


# Recent Trends By Merchandise Category

## Luverne

The following tables and charts depict pull factors in Luverne from 2003 to 2011\* by merchandise category. Pull factors are a measure of trade area size that provide a useful measure of changes over time because they account for changes in population and state-wide industry trends.

**Pull Factor by NAICS  
Merchandise Category (1 of 2)**



### NAICS Category Descriptions

**Motor Vehicles & Parts:** Establishments that sell new & used autos, boats, motorcycles, golf carts, RV's, campers, trailers, tires, and parts.

**Furniture:** Stores that sell furniture, beds, carpeting, window coverings, lamps, china, kitchenware, & woodburning stoves.

**Electronics:** Establishments primarily engaged in retailing household-type appliances, sewing machines, cameras, computers, and other electronic goods.

**Building Materials:** Establishments that sell lumber, hardware, paint, wallpaper, tile, hardwood floors, roofing, fencing, ceiling fans, lawn equipment, and garden centers.

**Food:** Grocery stores, deli's, bakery, & butcher shops that sell food to be prepared at home. Liquor stores.

**Health & Personal:** Pharmacies, food supplements, vision supplies, cosmetics, & hearing aid stores.

**Gas Stations:** Retailers that sell fuel along with convenience store items.

**Apparel:** New clothing and accessories, jewelry, shoes, bridal shops, clock shops, and luggage stores.

**Leisure Goods:** Sporting goods, books, music, hobby stores, fabric shops, and toy stores.

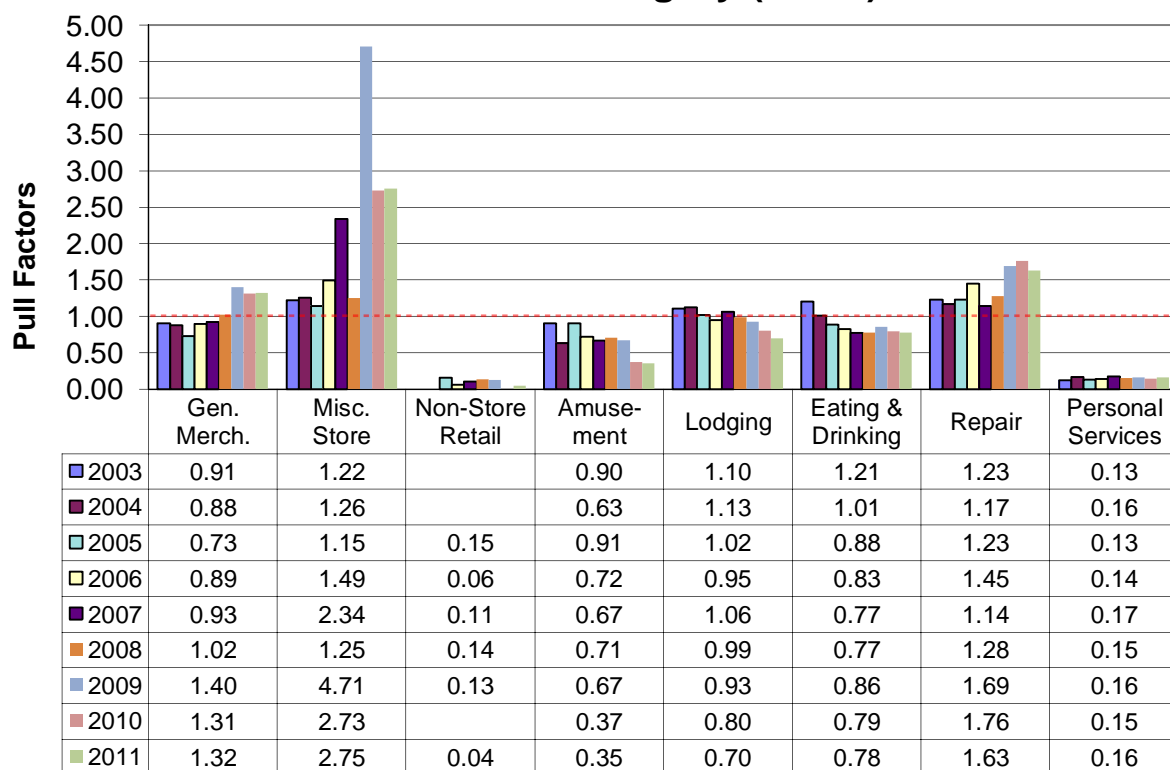
\*Caution should be used when comparing pull factors before 2003 to those in later years due to how businesses are classified.

# Recent Trends By Merchandise Category

## Luverne

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**Pull Factor by NAICS  
Merchandise Category (2 of 2)**



### NAICS Category Descriptions

**General Merchandise:** Establishments that sell a mixed line of goods. Examples are department stores, supercenters, and dollar stores.

**Miscellaneous Store Retailers:** Stores not covered in other categories such as florists, office supplies, pets, antiques, tobacco, art, used merchandise, and trophies. (see Suppressed Data in Cautions section)

**Non-Store Retail:** Retailers that do not use stores. This includes mail order, internet selling, bazaars, vending machines, fuel oil dealers, firewood dealers, door-to-door sales, and produce stands.

**Amusement:** Establishments such as golf courses, bowling lanes, marinas, amusement parks, water parks, shooting ranges, pool halls, horseback riding, ballrooms, health club facilities, ski hills, and casinos.

**Lodging:** Seasonal resorts, hotels, boarding houses, bed & breakfast, campgrounds, and RV parks.

**Eating & Drinking:** Restaurants, donut shops, coffee house, cafeteria, caterers, taverns, and nightclubs,

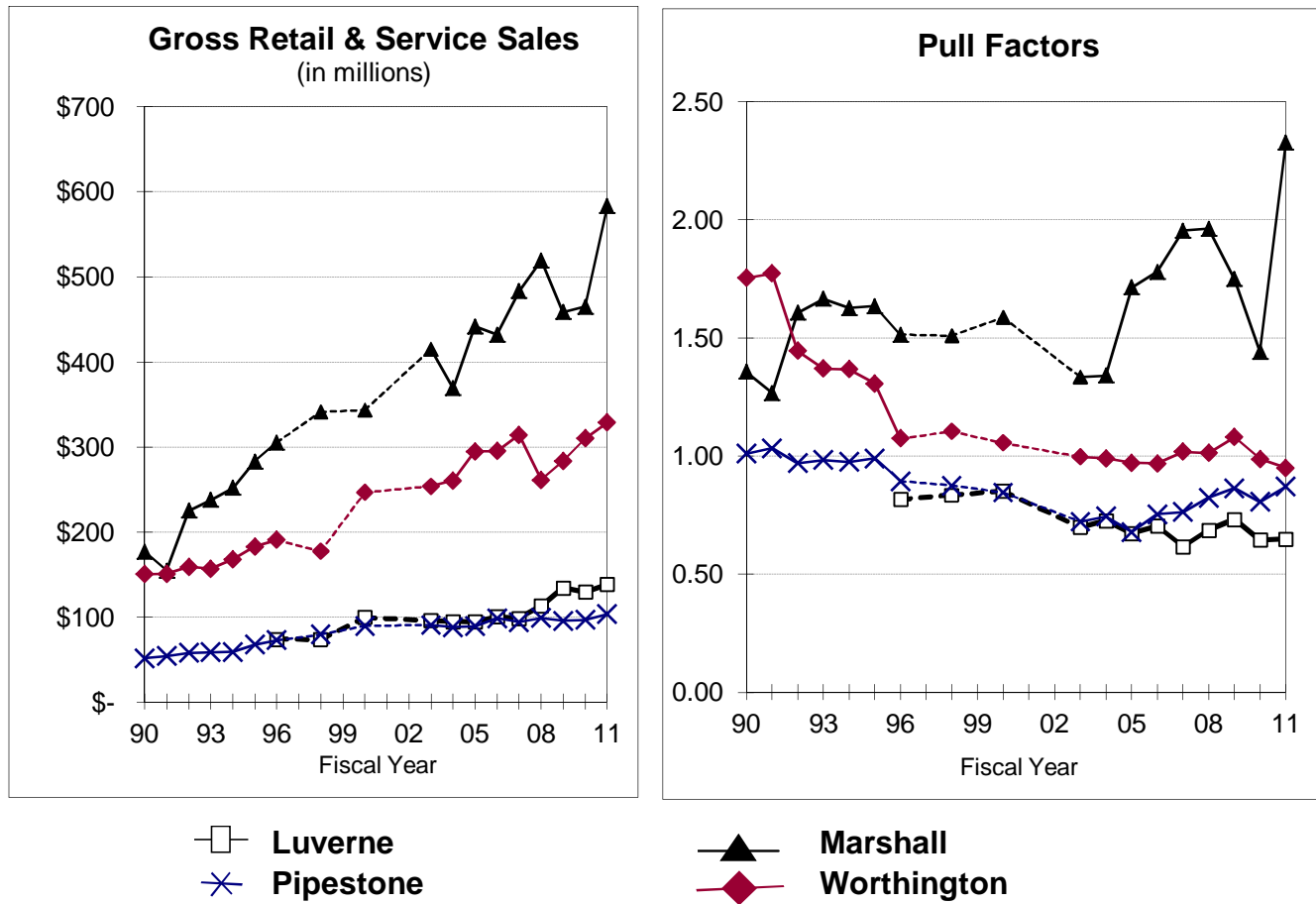
**Repair:** Businesses that return items to working order. Examples: cars, lawnmowers, small engines, knives, shoes, computers, furniture, and appliances.

**Personal Services:** Barbers, beauty salons, tanning facilities, funeral homes, laundromats, dry cleaners, pet groomers, and kennels.

\*Caution should be used when comparing pull factors before 2003 to those in later years due to how businesses are classified.

# Comparison with Competing Centers

## Luverne



Information about competing trade centers can provide a useful means of comparison when assessing a community's retail trade sector. Comparison towns were selected based on geographic proximity, relative size and availability of data. Some caution is warranted in the interpretation of these comparisons however, since retail sales data is provided for only a limited number of towns and cities.

### Comparison with Competing Trade Centers, 2011

Town	Population	Gross Sales (\$millions)	Taxable Sales (\$millions)	Number of Firms	Per Capita Taxable Sales	Pull Factor (Taxable Sales)
Luverne	4,745	\$138.52	\$28.68	140	\$6,045	0.65
Marshall	13,767	\$582.88	\$298.64	359	\$21,692	2.33
Pipestone	4,308	\$103.44	\$34.95	118	\$8,114	0.87
Worthington	12,829	\$328.52	\$113.56	263	\$8,852	0.95

# Trade Area Analysis of Retail Sales

## Luverne

The following tables provide information on retail sales by merchandise category. "Expected sales" is a standard to which actual performance is compared. In calculating expected sales, population, income, and typical "pulling power" characteristics are taken into account. Expected sales can be used as a guideline or "par value" in analyzing retail strength.

Deviations from these norms can be analyzed to first judge whether they should be considered relevant. If the differences appear to be significant (whether in dollar amounts or relatively with percentages), additional consideration is merited. Categories with undesirable performance may be further examined for potential corrective action. It is also important to determine whether or not the situation is relatively uncontrollable due to external or extenuating circumstances. In cases of favorable differences from expectations, the positive aspects should be identified and built upon.

### Trade Area Analysis by Merchandise Category, 2011

Merchandise Group	Expected Sales (\$millions)	Actual Sales (\$millions)	Variance Between Actual & Expected		Trade Area Pop. Gain or Loss	Number of Firms	Percent of Total Sales
			In Dollars (millions)	As % of Expected			
Vehicles & Parts	\$2.98	\$3.46	+\$0.47	+15.8%	748	8	12.0%
Furniture Stores	\$2.63	\$0.45	-\$2.18	-82.8%	-3,931	4	1.6%
Electronics	\$0.66	NA	NA	NA	NA	NA	NA
Building Materials	\$9.86	NA	NA	NA	NA	NA	NA
Food, Groceries	\$4.03	\$2.33	-\$1.71	-42.3%	-2,007	5	8.1%
Health, Personal Stores	\$0.51	NA	NA	NA	NA	NA	NA
Gasoline Stations	\$2.05	\$2.08	+\$0.03	+1.7%	79	6	7.3%
Clothing	\$2.41	NA	NA	NA	NA	NA	NA
Leisure Goods	\$1.15	NA	NA	NA	NA	NA	NA
General Merchandise Stores	\$7.48	\$6.47	-\$1.02	-13.6%	-645	6	22.5%
Miscellaneous Retail	\$7.53	\$3.98	-\$3.55	-47.1%	-2,235	20	13.9%
Amusement & Recreation	\$0.46	\$0.47	+\$0.00	+1.0%	46	7	1.6%
Accommodations	\$2.66	\$1.07	-\$1.59	-59.7%	-2,831	7	3.7%
Eating & Drinking Places	\$5.29	\$4.95	-\$0.34	-6.4%	-301	11	17.3%
Repair, Maintenance	\$1.99	\$1.75	-\$0.23	-11.7%	-557	15	6.1%
Personal Services, Laundry	\$0.29	\$0.11	-\$0.18	-61.5%	-2,917	9	0.4%
Total Taxable Retail & Service	\$31.25	\$28.68	-\$2.57	-8.2%	-390	140	100.0%

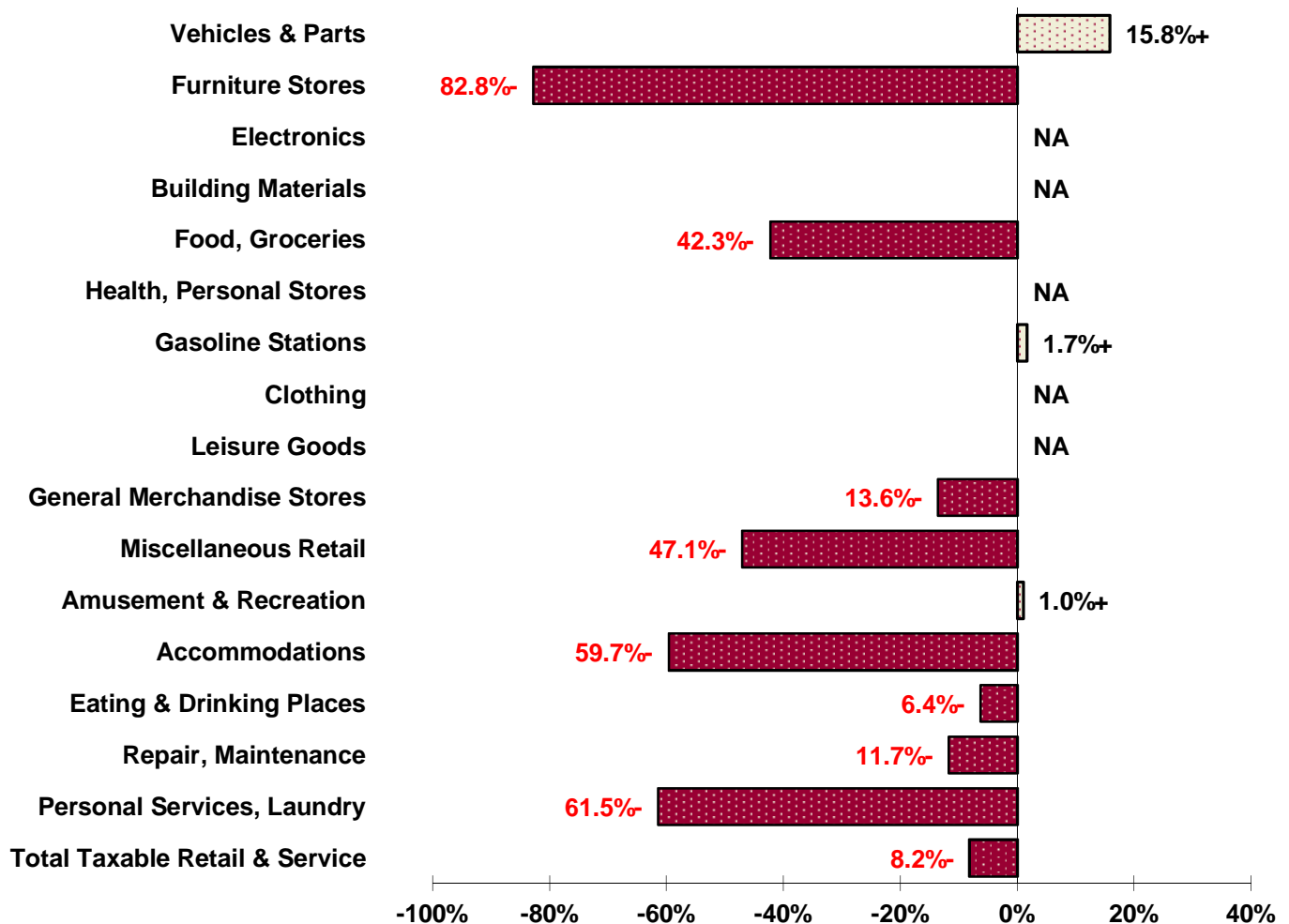
\*All retail and service categories are included in Total Sales, including some categories not shown. Therefore, the merchandise groups shown here generally will not sum to Total Sales.

# Luverne Retail Trade Performance in Percentages

The chart below depicts the percentage amount Luverne's actual sales were above or below expected sales in 2011 by merchandise group. Of the 11 merchandise categories with reported data, sales in 3 of the categories were above what would be expected based on the performance in similar-sized Minnesota towns. The strongest merchandise group by this standard is the Vehicles & Parts category, which has a 15.8 percent surplus. Overall, Luverne had a retail sales leakage of 8.2 percent in 2011.

It is important to note that variations in a town's relative retail performance may occur for a variety of reasons, some of which are beyond the control of local policy. Proximity to larger population centers, management, marketing, and transportation patterns are just a few factors that can cause the retail sales of a particular city to deviate substantially from expected sales. It is important that decision-makers consider these influences when constructing policies, plans, or projects.

**Percentage Above or Below Expected Sales, 2011**

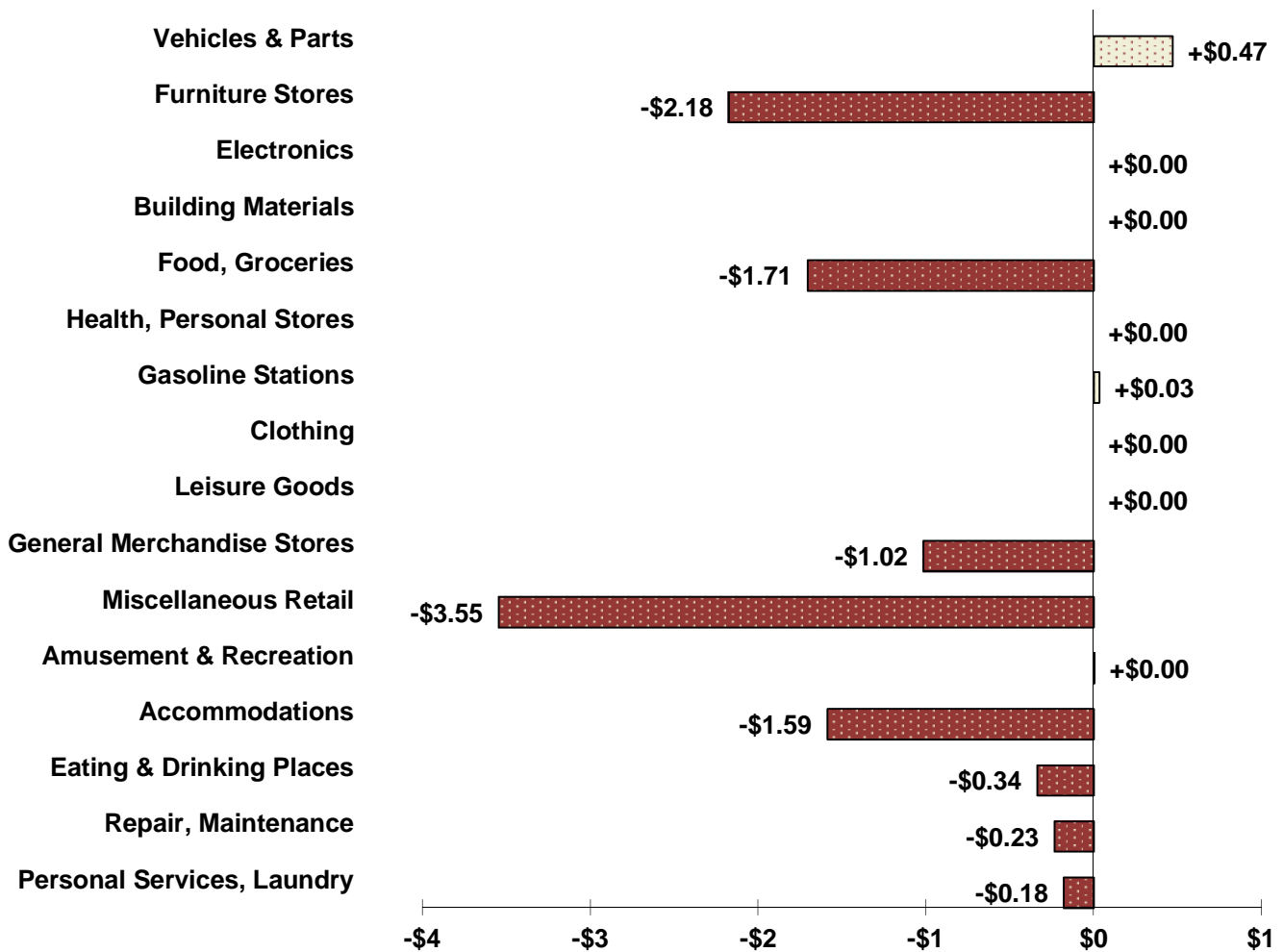


# Luverne Retail Trade Performance in Dollars

The chart below depicts the dollar amount Luverne's actual sales were above or below expected sales in 2011 by merchandise group. Of the 11 merchandise categories with reported data, sales in 3 of the categories were above what would be expected based on the performance in similar-sized Minnesota towns. The strongest merchandise group by this standard is the Vehicles & Parts category, which has a \$0.5 million surplus. Overall, Luverne had a retail sales leakage of \$2.6 million in 2011.

It is important to note that variations in a town's relative retail performance may occur for a variety of reasons, some of which are beyond the control of local policy. Proximity to larger population centers, management, marketing, and transportation patterns are just a few factors that can cause the retail sales of a particular city to deviate substantially from expected sales. It is important that decision-makers consider these influences when constructing policies, plans, or projects.

## Millions of \$ Above or Below Expected Sales, 2011



# Rural Community Trade Area Analysis

## Luverne

The following tables provide information on retail sales by merchandise category. "Expected sales" is a standard to which actual performance is compared. In calculating expected sales, population and income characteristics, as well as the typical "pulling power" of similar rural communities are taken into account. Expected sales can be used as a guideline or "par value" in analyzing retail strength.

Deviations from these norms can be analyzed to first judge whether they should be considered relevant. If the differences appear to be significant (whether in dollar amounts or relatively with percentages), additional consideration is merited. Categories with undesirable performance may be further examined for potential corrective action. It is also important to determine whether or not the situation is relatively uncontrollable due to external or extenuating circumstances. In cases of favorable differences from expectations, the positive aspects should be identified and built upon.

### Trade Area Analysis by Merchandise Category, 2011

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			In Dollars (millions)	As % of Expected			
Vehicles & Parts	\$2.45	\$3.46	+\$1.01	+41.3%	1,960	8	12.0%
Furniture Stores	\$2.63	\$0.45	-\$2.18	-82.8%	-3,931	4	1.6%
Electronics	\$0.71	NA	NA	NA	NA	NA	NA
Building Materials	\$7.47	NA	NA	NA	NA	NA	NA
Food, Groceries	\$3.68	\$2.33	-\$1.35	-36.7%	-1,744	5	8.1%
Health, Personal Stores	\$0.50	NA	NA	NA	NA	NA	NA
Gasoline Stations	\$1.53	\$2.08	+\$0.55	+36.1%	1,711	6	7.3%
Clothing	\$0.36	NA	NA	NA	NA	NA	NA
Leisure Goods	\$1.36	NA	NA	NA	NA	NA	NA
General Merchandise Stores	\$7.48	\$6.47	-\$1.02	-13.6%	-645	6	22.5%
Miscellaneous Retail	\$7.94	\$3.98	-\$3.95	-49.8%	-2,363	20	13.9%
Amusement & Recreation	\$0.42	\$0.47	+\$0.05	+11.0%	523	7	1.6%
Accommodations	\$2.66	\$1.07	-\$1.59	-59.7%	-2,831	7	3.7%
Eating & Drinking Places	\$5.65	\$4.95	-\$0.70	-12.3%	-586	11	17.3%
Repair, Maintenance	\$2.09	\$1.75	-\$0.34	-16.2%	-769	15	6.1%
Personal Services, Laundry	\$0.24	\$0.11	-\$0.13	-52.8%	-2,504	9	0.4%
Total Taxable Retail & Service	\$30.67	\$28.68	-\$1.98	-6.5%	-307	140	100.0%

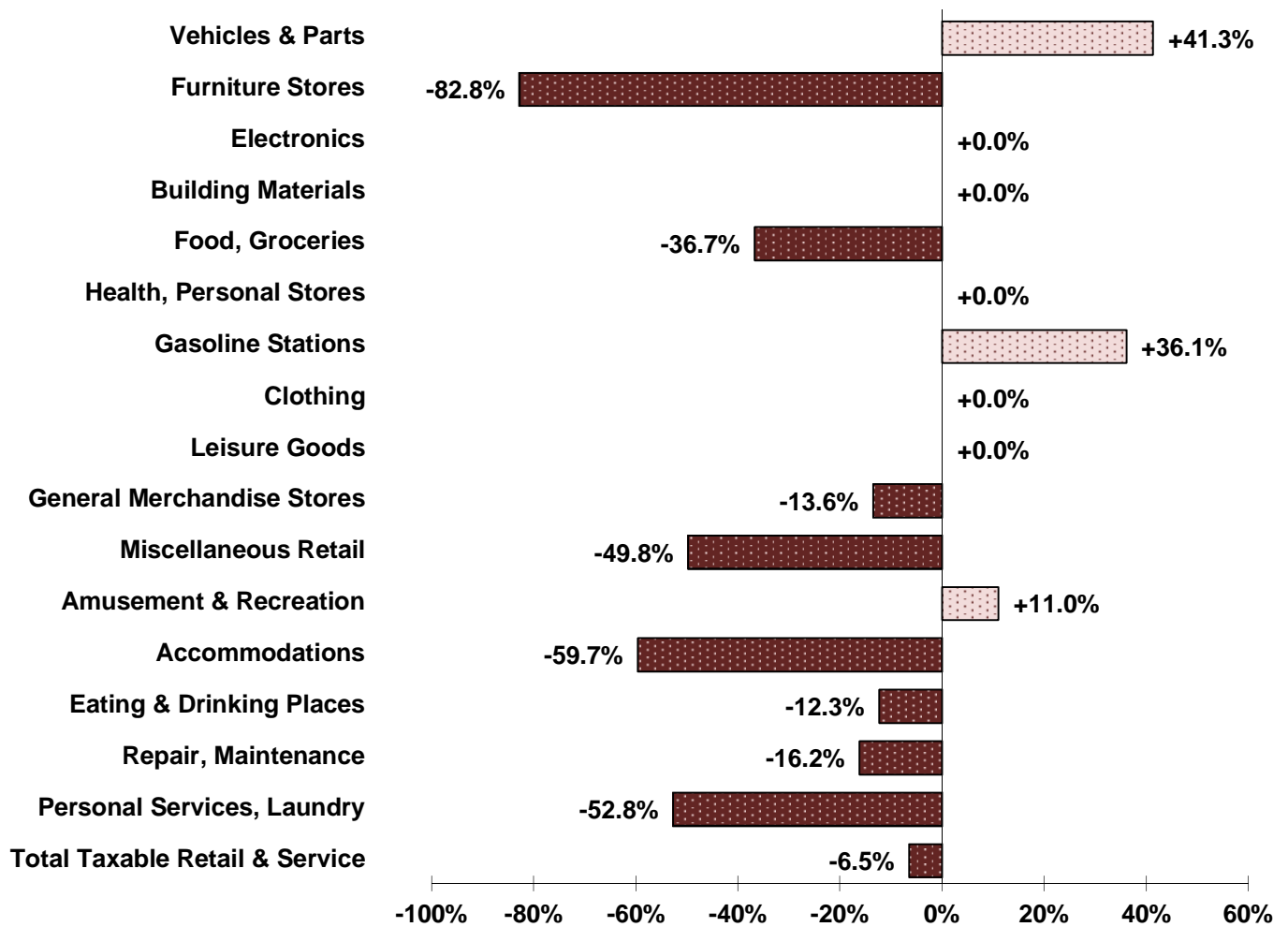
\*All retail and service categories are included in Total Sales, including some categories not shown. Therefore, the merchandise groups shown here generally will not sum to Total Sales.

# Summary of Luverne Retail Trade (Rural)

The chart below depicts the percentage amount Luverne's actual sales were above or below expected sales in 2011 by merchandise group. Of the 11 merchandise categories with reported data, sales in 3 of the categories were above what would be expected based on the performance in similar-sized towns in Greater Minnesota. The strongest merchandise group by this standard is the Vehicles & Parts category, which has a 41.3 percent surplus. Overall, Luverne had a retail sales leakage of 6.5 percent in 2011.

It is important to note that variations in a town's relative retail performance may occur for a variety of reasons, some of which are beyond the control of local policy. Proximity to larger population centers, management, marketing, and transportation patterns are just a few factors that can cause the retail sales of a particular city to deviate substantially from expected sales. It is important that decision-makers consider these influences when constructing policies, plans, or projects.

## Percentage Above or Below Expected Sales, 2011

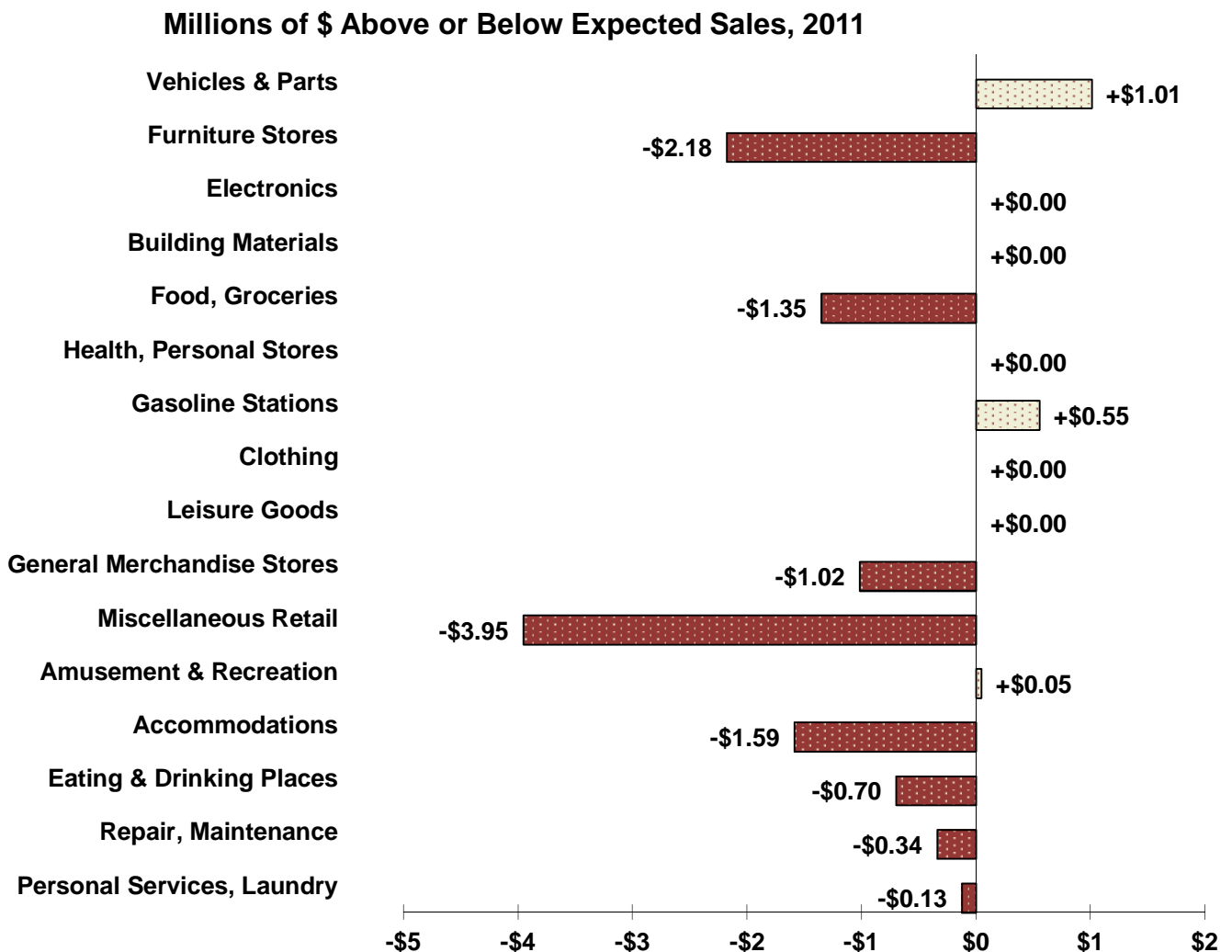




# Luverne Retail Trade Performance in Dollars (Rural)

The chart below depicts the dollar amount Luverne's actual sales were above or below expected sales in 2011 by merchandise group. Of the 11 merchandise categories with reported data, sales in 3 of the categories were above what would be expected based on the performance in similar-sized Minnesota towns. The strongest merchandise group by this standard is the Vehicles & Parts category, which has a \$1 million surplus. Overall, Luverne had a retail sales leakage of \$2.0 million in 2011.

It is important to note that variations in a town's relative retail performance may occur for a variety of reasons, some of which are beyond the control of local policy. Proximity to larger population centers, management, marketing, and transportation patterns are just a few factors that can cause the retail sales of a particular city to deviate substantially from expected sales. It is important that decision-makers consider these influences when constructing policies, plans, or projects.



# Comparison of Pull Factors by Merchandise Category

## 2011 Index of "Pulling Power" All MN Cities with Populations between 3,300 & 6,200 (Range: Population of Luverne +/- ~ 30%.) (16 Cities; Maximum of 20 Displayed)

### Pull Factors

Town	Population	Vehicles, Parts	Furniture Stores	Elec- tronics	Building Materials	Food	Health, Personal	Gasoline Stations	Clothing	Leisure Goods	General Merch.	Misc.	Amuse- ment	Lodging	Eating & Drinking	Repair, Maint.	Personal Services	Taxable \$ Pull Factor
Town name																		
Stewartville	5,972	0.44						1.55				5.51			0.38	0.62	0.18	0.31
Jordan	5,694					1.18						2.76	0.11		0.64	0.16	0.18	0.29
Glencoe	5,621	0.85				1.46		1.29		0.03		4.01			0.52	3.02	0.25	0.46
Corcoran	5,390	2.97			4.69					0.01		1.69			0.31	1.63	0.60	0.83
Falcon Heights	5,385									1.78		9.08	0.76		0.82		0.49	1.10
Montevideo	5,360	1.61	0.63	0.31	2.30	1.11	0.88			0.05		13.74	0.21		0.97	1.30	0.31	1.07
Morris	5,343	0.84		1.09	1.92	1.25				0.23		5.23	0.34		1.22	3.51	0.40	0.80
St Paul Park	5,304											1.83			0.22	0.70		0.12
Redwood Falls	5,248	2.17	6.02	0.02	1.27	1.16				0.04		9.61	0.15	0.68	1.05	1.91	0.17	1.02
Chisholm	4,997					0.65		1.65				0.74			0.39	0.90	0.93	0.20
Luverne	4,745	1.86	0.41			0.83		2.36			1.32	2.75	0.35	0.70	0.78	1.63	0.16	0.65
Pipestone	4,308	0.68				1.56		1.70			1.70	6.93	0.37	0.36	1.24	3.56	0.25	0.87
Two Harbors	3,728	2.19				2.64				0.26		5.03			1.03	1.57	0.34	0.64
Wayzata	3,720	14.87		0.34		5.05	0.91	5.18	5.12	2.19		7.79			5.43	4.75	8.68	2.78
Eveleth	3,711					0.66				3.30		3.04			0.65		0.03	0.32
Ely	3,473	1.06			1.74	2.28			0.42	4.25		6.53	0.46	5.10	1.44	1.50	1.04	1.19
<b>Unadjusted Average: *</b>		<b>2.68</b>	<b>**</b>	<b>**</b>	<b>2.39</b>	<b>1.65</b>	<b>**</b>	<b>2.29</b>	<b>**</b>	<b>1.22</b>	<b>**</b>	<b>5.39</b>	<b>0.34</b>	<b>**</b>	<b>1.07</b>	<b>1.91</b>	<b>0.93</b>	<b>0.79</b>

\* Raw averages; not adjusted for special circumstances. For example, in cities with a college student population that is large relative to overall population, these pull factors may understate the relative strength of the retail sector. While college students are counted as part of the city population, in general they spend less than other city residents in many retail categories. Most Pull Factor outliers were eliminated for calculating typical pull factors used in the expected sales formula.

\*\* Too few observations in this population range for a robust average.

# Comparison of Pull Factors by Merchandise Category

## 2011 Index of "Pulling Power" All MN Cities with Populations between 3,300 & 6,200 (Range: Population of Luverne +/- ~ 30%.) (16 Cities)

### Rankings

Town	Population	Vehicles, Parts	Furniture Stores	Elec- tronics	Building Materials	Food	Health, Personal	Gasoline Stations	Clothing	Leisure Goods	General Merch.	Misc.	Amuse- ment	Lodging	Eating & Drinking	Repair, Maint.	Personal Services	Taxable \$ Pull Factor
Town name																		
Stewartville	# 1	# 11						# 5				# 7			# 14	# 13	# 11	# 13
Jordan	# 2					# 7						# 12	# 8		# 11	# 14	# 12	# 14
Glencoe	# 3	# 8				# 5		# 6		# 9		# 10			# 12	# 4	# 10	# 11
Corcoran	# 4	# 2			# 1					# 10		# 15			# 15	# 7	# 4	# 7
Falcon Heights	# 5									# 4		# 3	# 1		# 8		# 5	# 3
Montevideo	# 6	# 6	# 2	# 3	# 2	# 9	# 2			# 7		# 1	# 6		# 7	# 10	# 8	# 4
Morris	# 7	# 9		# 1	# 3	# 6				# 6		# 8	# 5		# 4	# 3	# 6	# 8
St Paul Park	# 8											# 14			# 16	# 12		# 16
Redwood Falls	# 9	# 4	# 1	# 4	# 5	# 8				# 8		# 2	# 7	# 3	# 5	# 5	# 13	# 5
Chisholm	# 10					# 12		# 4				# 16			# 13	# 11	# 3	# 15
Luverne	# 11	# 5	# 3			# 10		# 2			# 2	# 13	# 4	# 2	# 9	# 6	# 14	# 9
Pipestone	# 12	# 10				# 4		# 3			# 1	# 5	# 3	# 4	# 3	# 2	# 9	# 6
Two Harbors	# 13	# 3				# 2				# 5		# 9			# 6	# 8	# 7	# 10
Wayzata	# 14	# 1		# 2		# 1	# 1	# 1	# 1	# 3		# 4			# 1	# 1	# 1	# 1
Eveleth	# 15					# 11				# 2		# 11			# 10		# 15	# 12
Ely	# 16	# 7			# 4	# 3			# 2	# 1		# 6	# 2	# 1	# 2	# 9	# 2	# 2

Above are all communities in the population range listed in the title with data available by merchandise category. Adjustments for special circumstances may be necessary for accurate comparisons.

# Comparison of Pull Factors by Merchandise Category

## 2011 Index of "Pulling Power" Cities Outside the 7 County Metro Area with Populations between 3,300 & 6,200 (Range: Population of Luverne +/- ~ 30%.) (11 Cities)

### Pull Factors

Town	Population	Vehicles, Parts	Furniture Stores	Elec- tronics	Building Materials	Food	Health, Personal	Gasoline Stations	Clothing	Leisure Goods	General Merch.	Misc.	Amuse- ment	Lodging	Eating & Drinking	Repair, Maint.	Personal Services	Taxable \$ Pull Factor
Town name																		
Stewartville	5,972	0.44						1.55				5.51			0.38	0.62	0.18	0.31
Glencoe	5,621	0.85				1.46		1.29		0.03		4.01			0.52	3.02	0.25	0.46
Montevideo	5,360	1.61	0.63	0.31	2.30	1.11	0.88			0.05		13.74	0.21		0.97	1.30	0.31	1.07
Morris	5,343	0.84		1.09	1.92	1.25				0.23		5.23	0.34		1.22	3.51	0.40	0.80
Redwood Falls	5,248	2.17	6.02	0.02	1.27	1.16				0.04		9.61	0.15	0.68	1.05	1.91	0.17	1.02
Chisholm	4,997					0.65		1.65				0.74			0.39	0.90	0.93	0.20
Luverne	4,745	1.86	0.41			0.83		2.36			1.32	2.75	0.35	0.70	0.78	1.63	0.16	0.65
Pipestone	4,308	0.68				1.56		1.70			1.70	6.93	0.37	0.36	1.24	3.56	0.25	0.87
Two Harbors	3,728	2.19				2.64				0.26		5.03			1.03	1.57	0.34	0.64
Eveleth	3,711					0.66				3.30		3.04			0.65		0.03	0.32
Ely	3,473	1.06			1.74	2.28			0.42	4.25		6.53	0.46	5.10	1.44	1.50	1.04	1.19

<b>Unadjusted Average: *</b>	<b>1.30</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>1.36</b>	<b>**</b>	<b>1.71</b>	<b>**</b>	<b>1.17</b>	<b>**</b>	<b>5.74</b>	<b>0.31</b>	<b>**</b>	<b>0.88</b>	<b>1.95</b>	<b>0.37</b>	<b>0.68</b>
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\* Raw averages; not adjusted for special circumstances. For example, in cities with a college student population that is large relative to overall population, these pull factors may understate the relative strength of the retail sector. While college students are counted as part of the city population, in general they spend less than other city residents in many retail categories. Most Pull Factor outliers were eliminated for calculating typical pull factors used in the expected sales formula.

\*\* Too few observations in this population range for a robust average.

# Comparison of Pull Factors by Merchandise Category

## 2011 Index of "Pulling Power" Cities Outside the 7 County Metro Area with Populations between 3,300 & 6,200 (Range: Population of Luverne +/- ~ 30%.) (11 Cities)

### Rankings

Town	Population	Vehicles, Parts	Furniture Stores	Elec- tronics	Building Materials	Food	Health, Personal	Gasoline Stations	Clothing	Leisure Goods	General Merch.	Misc.	Amuse- ment	Lodging	Eating & Drinking	Repair, Maint.	Personal Services	Taxable \$ Pull Factor
Town name																		
Stewartville	# 1	# 9						# 4				# 5			# 11	# 10	# 8	# 10
Glencoe	# 2	# 6				# 4		# 5		# 7		# 8			# 9	# 3	# 7	# 8
Montevideo	# 3	# 4	# 2	# 2	# 1	# 7	# 1			# 5		# 1	# 5		# 6	# 8	# 5	# 2
Morris	# 4	# 7		# 1	# 2	# 5				# 4		# 6	# 4		# 3	# 2	# 3	# 5
Redwood Falls	# 5	# 2	# 1	# 3	# 4	# 6				# 6		# 2	# 6	# 3	# 4	# 4	# 9	# 3
Chisholm	# 6					# 10		# 3				# 11			# 10	# 9	# 2	# 11
Luverne	# 7	# 3	# 3			# 8		# 1			# 2	# 10	# 3	# 2	# 7	# 5	# 10	# 6
Pipestone	# 8	# 8				# 3		# 2			# 1	# 3	# 2	# 4	# 2	# 1	# 6	# 4
Two Harbors	# 9	# 1				# 1				# 3		# 7			# 5	# 6	# 4	# 7
Eveleth	# 10					# 9				# 2		# 9			# 8		# 11	# 9
Ely	# 11	# 5			# 3	# 2			# 1	# 1		# 4	# 1	# 1	# 1	# 7	# 1	# 1

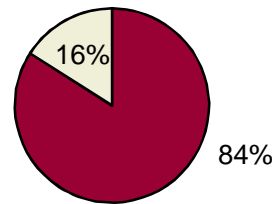
Above are all communities in the population range listed in the title with data available by merchandise category. Adjustments for special circumstances may be necessary for accurate comparisons.

# Luverne & Rock County Comparison, 2011

It is important to review the retail performance for the whole county and not just the city in isolation. For example, it is common for county seat towns to have above-average retail performance, while the county overall has a leakage of sales. This is usually because the county seat city doesn't have the critical mass of retail to attract the purchases of everyone in the county. By analyzing county data, city business people can develop strategies to recapture some of the sales being lost to other cities. For counties that have a local option sales tax, the analysis of county sales is extremely important, since lost sales are lost tax dollars. A thorough analysis of county sales can help county officials develop more meaningful economic development plans aimed at recapturing the lost sales.

The table below shows retail sales and number of firms by merchandise category for Luverne and Rock County in 2011. Luverne accounted for 65 percent of the county's firms and 84 percent of the county's sales.

Share of County Sales



■ Luverne ■ Rest of Rock County

## Sales by Merchandise Category, Luverne & Rock County, 2011

Merchandise Category	Luverne		Rock County		City's Share of County Total	
	Taxable Sales (\$millions)	Number of Firms	Taxable Sales (\$millions)	Number of Firms	Sales	Firms
Vehicles & Parts	\$3.46	8	\$3.46	8	100.0%	100.0%
Furniture Stores	\$0.45	4	\$0.45	4	100.0%	100.0%
Electronics	NA	NA	NA	NA	NA	NA
Building Materials	NA	NA	\$3.70	8	NA	NA
Food, Groceries	\$2.33	5	\$2.33	6	99.9%	83.3%
Health, Personal Stores	NA	NA	NA	NA	NA	NA
Gasoline Stations	\$2.08	6	\$2.42	10	86.2%	60.0%
Clothing	NA	NA	NA	NA	NA	NA
Leisure Goods	NA	NA	NA	NA	NA	NA
General Merchandise	\$6.47	6	\$6.47	6	100.0%	100.0%
Miscellaneous Retail	\$3.98	20	\$2.28	31	174.5%	64.5%
Non-Store Retailers	\$0.06	4	\$0.06	7	99.7%	57.1%
Amusement & Recreation	\$0.47	7	\$0.90	9	52.0%	77.8%
Accommodations	\$1.07	7	\$1.30	9	82.6%	77.8%
Eating & Drinking Places	\$4.95	11	\$6.18	20	80.2%	55.0%
Repair, Maintenance	\$1.75	15	\$2.61	30	67.3%	50.0%
Personal Service, Laundry	\$0.11	9	\$0.18	14	60.8%	64.3%
Total Sales*	\$28.68	140	\$34.13	216	84.0%	64.8%

# Rock County Retail Trade Overview

## Total Taxable and Gross Retail Sales

The table below presents gross and taxable retail and services sales for Rock County from 1990 through 2011. Taxable sales in Rock County increased 4.3 percent from 2004 to 2011, while the number of firms fell 3.1 percent. Statewide, taxable sales increased 5.4 percent over the same time period and the number of firms rose 0.3 percent. The per capita sales and pull factor data in this table are based on taxable sales, the more verified sales measure.

The table also presents sales data in constant 2011 dollars. These figures have been adjusted for inflation to reflect their value 2011. For example, in 1990, taxable sales in Rock County totaled \$19.54 million, an amount worth \$33.7 million in 2011 dollars. In constant dollars, gross sales grew 40.3 percent between 2004 and 2011. Constant dollar taxable sales decreased 13.5 percent over the same time period.

Year	Estimated Population	Current Dollars		Constant 2011 Dollars		Number of Firms	Per Capita Sales	Pull Factor
		Gross Sales* (\$millions)	Taxable Sales (\$millions)	Gross Sales* (\$millions)	Taxable Sales (\$millions)			
1990	9,806	\$61.05	\$19.54	\$105.26	\$33.70	215	\$1,993	0.45
1991	9,776	\$58.08	\$19.54	\$95.22	\$32.04	220	\$1,999	0.46
1992	9,854	\$63.80	\$22.95	\$102.90	\$37.01	242	\$2,329	0.48
1993	9,841	\$67.92	\$23.83	\$106.13	\$37.23	232	\$2,421	0.48
1994	9,899	\$66.53	\$23.82	\$100.80	\$36.09	204	\$2,406	0.44
1995	9,865	\$70.38	\$24.06	\$103.50	\$35.38	212	\$2,439	0.43
1996	9,910	\$77.93	\$26.20	\$111.32	\$37.43	220	\$2,644	0.39
1997	9,871	NA	NA	NA	NA	NA	NA	NA
1998	9,723	\$76.73	\$27.48	\$106.57	\$38.17	204	\$2,827	0.41
1999	9,619	NA	NA	NA	NA	NA	NA	NA
2000	9,721	\$102.78	\$31.45	\$135.24	\$41.38	206	\$3,235	0.43
2001	9,751	NA	NA	NA	NA	NA	NA	NA
2002	9,794	NA	NA	NA	NA	NA	NA	NA
2003	9,614	\$99.91	\$30.17	\$123.35	\$37.24	216	\$3,138	0.35
2004	9,579	\$99.80	\$32.74	\$120.25	\$39.44	223	\$3,418	0.37
2005	9,520	\$99.57	\$31.32	\$115.78	\$36.41	231	\$3,290	0.35
2006	9,535	\$105.97	\$32.92	\$119.07	\$36.99	238	\$3,453	0.36
2007	9,498	\$110.49	\$32.27	\$120.10	\$35.08	224	\$3,398	0.35
2008	9,476	\$125.33	\$34.49	\$131.92	\$36.31	235	\$3,640	0.38
2009	9,483	\$144.89	\$33.49	\$152.51	\$35.26	230	\$3,532	0.39
2010	9,692	\$146.86	\$32.78	\$151.41	\$33.80	223	\$3,382	0.37
2011	9,644	\$168.76	\$34.13	\$168.76	\$34.13	216	\$3,539	0.38
7 yr Change '04 to '11	0.7%	69.1%	4.3%	40.3%	-13.5%	-3.1%	3.5%	2.8%
3 yr Change '08 to '11	1.8%	34.7%	-1.1%	27.9%	-6.0%	-8.1%	-2.8%	-0.3%

\*Gross sales figures are self-reported by firms and not audited by the Dept. of Revenue for accuracy.

## Rock County: Retail/Service Sales in Constant Dollars



# Rock County

## Components of Change\*, 2008 to 2011

Category	Taxable Sales 2008	Taxable Sales 2011	Dollar Change	Percent Change
Vehicles & Parts	\$2,928,245	\$3,455,661	+\$527,416	+18.01%
Furniture Stores	\$1,075,924	\$450,627	-\$625,297	-58.12%
Electronics	\$367,200	NA	NA	NA
Building Materials	\$6,309,813	\$3,699,477	-\$2,610,336	-41.37%
Food, Groceries	\$2,258,286	\$2,327,283	+\$68,997	+3.06%
Health, Personal Stores	NA	NA	NA	NA
Gasoline Stations	\$2,410,834	\$2,415,505	+\$4,671	+0.19%
Clothing	NA	NA	NA	NA
Leisure Goods	NA	NA	NA	NA
General Merchandise Stores	\$4,878,099	\$6,465,338	+\$1,587,239	+32.54%
Miscellaneous Retail	\$1,916,869	\$2,283,158	+\$366,289	+19.11%
Accommodations	\$1,823,680	\$1,299,044	-\$524,636	-28.77%
Eating & Drinking Places	\$5,606,938	\$6,176,214	+\$569,276	+10.15%
<b>Total Retail and Services Sales</b>	<b>\$34,492,696</b>	<b>\$34,129,258</b>	<b>-\$363,438</b>	<b>-1.05%</b>

\* Figures not adjusted for inflation.

## Dollar Changes by Category (in Millions) 2008 - 2011



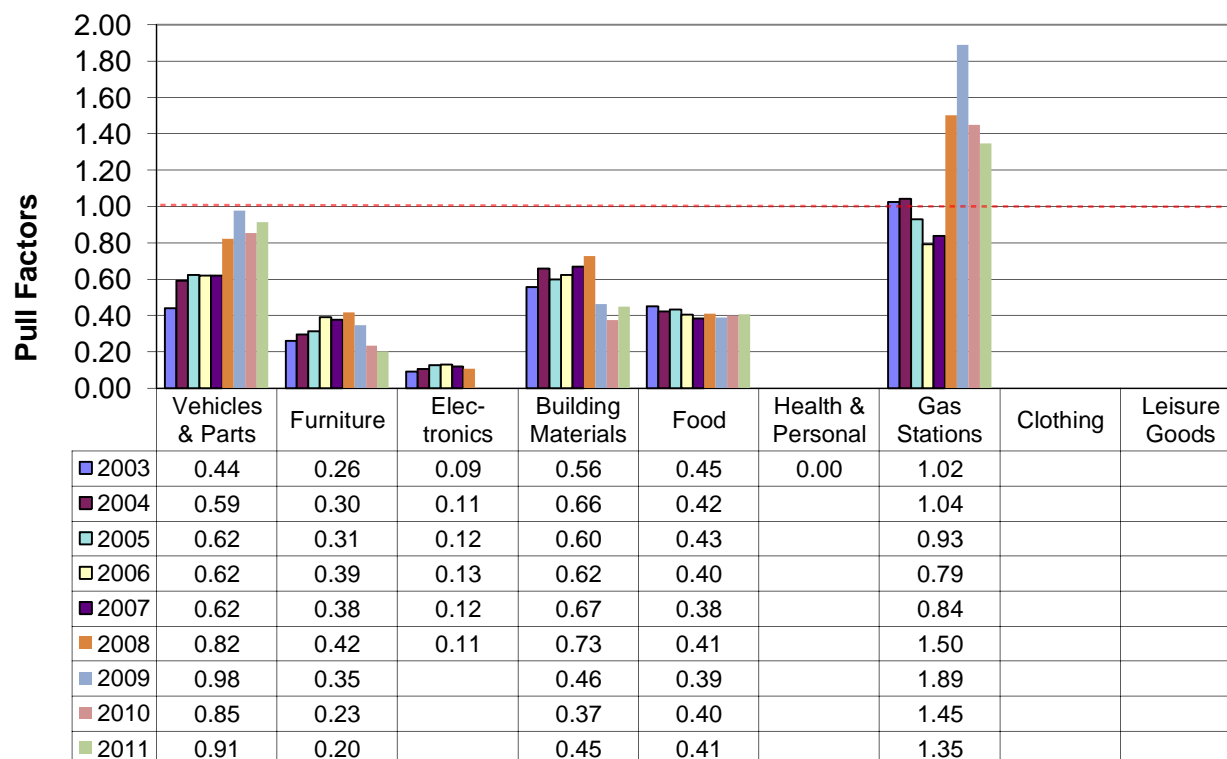


# Pull Factors By Merchandise Category

## Rock County

The following tables and charts depict pull factors in Rock County from 2003 to 2011\* by merchandise category. Pull factors are a measure of trade area size that provide a useful measure of changes over time because they account for changes in population and state-wide industry trends.

### Pull Factors by NAICS Merchandise Category (1 of 2)



### NAICS Category Descriptions

**Motor Vehicles & Parts:** Establishments that sell new & used autos, boats, motorcycles, golf carts, RV's, campers, trailers, tires, and parts.

**Furniture:** Stores that sell furniture, beds, carpeting, window coverings, lamps, china, kitchenware, & woodburning stoves.

**Electronics:** Establishments primarily engaged in retailing household-type appliances, sewing machines, cameras, computers, and other electronic goods.

**Building Materials:** Establishments that sell lumber, hardware, paint, wallpaper, tile, hardwood floors, roofing, fencing, ceiling fans, lawn equipment, and garden centers.

**Food:** Grocery stores, deli's, bakery, & butcher shops that sell food to be prepared at home. Liquor stores.

**Health & Personal:** Pharmacies, food supplements, vision supplies, cosmetics, & hearing aid stores.

**Gas Stations:** Retailers that sell fuel along with convenience store items.

**Apparel:** New clothing and accessories, jewelry, shoes, bridal shops, clock shops, and luggage stores.

**Leisure Goods:** Sporting goods, books, music, hobby stores, fabric shops, and toy stores.

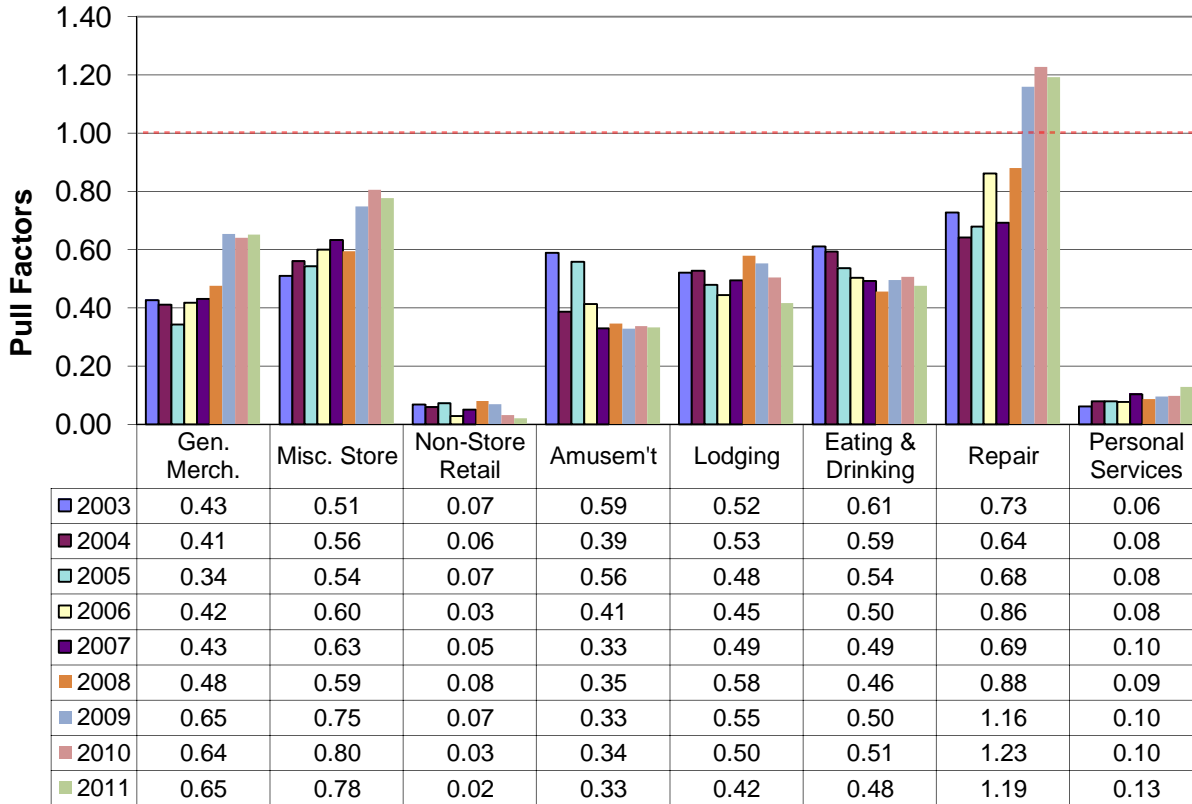
\*Caution should be used when comparing pull factors before 2003 to those in later years due to the switch from SIC to NAICS.

# Recent Trends By Merchandise Category

## Rock County

The following tables and charts depict pull factors in Rock County from 2003 to 2011\* by merchandise category. Pull factors are a measure of trade area size that provide a useful measure of changes over time because they account for changes in population and state-wide industry trends.

### Pull Factors by NAICS Merchandise Category (2 of 2)



#### NAICS Category Descriptions

**General Merchandise:** Establishments that sell a mixed line of goods. Examples are department stores, supercenters, and dollar stores.

**Miscellaneous Store Retailers:** Stores not covered in other categories such as florists, office supplies, pets, antiques, tobacco, art, used merchandise, and trophies.

**Non-Store Retail:** Retailers that do not use stores. This includes mail order, internet selling, bazaars, vending machines, fuel oil dealers, firewood dealers, door-to-door sales, and produce stands.

**Amusement:** Establishments such as golf courses, bowling lanes, marinas, amusement parks, water parks, shooting ranges, pool halls, horseback riding, ballrooms, health club facilities, ski hills, and casinos.

**Lodging:** Seasonal resorts, hotels, boarding houses, bed & breakfast, campgrounds, and RV parks.

**Eating & Drinking:** Restaurants, donut shops, coffee house, cafeteria, caterers, taverns, and nightclubs.

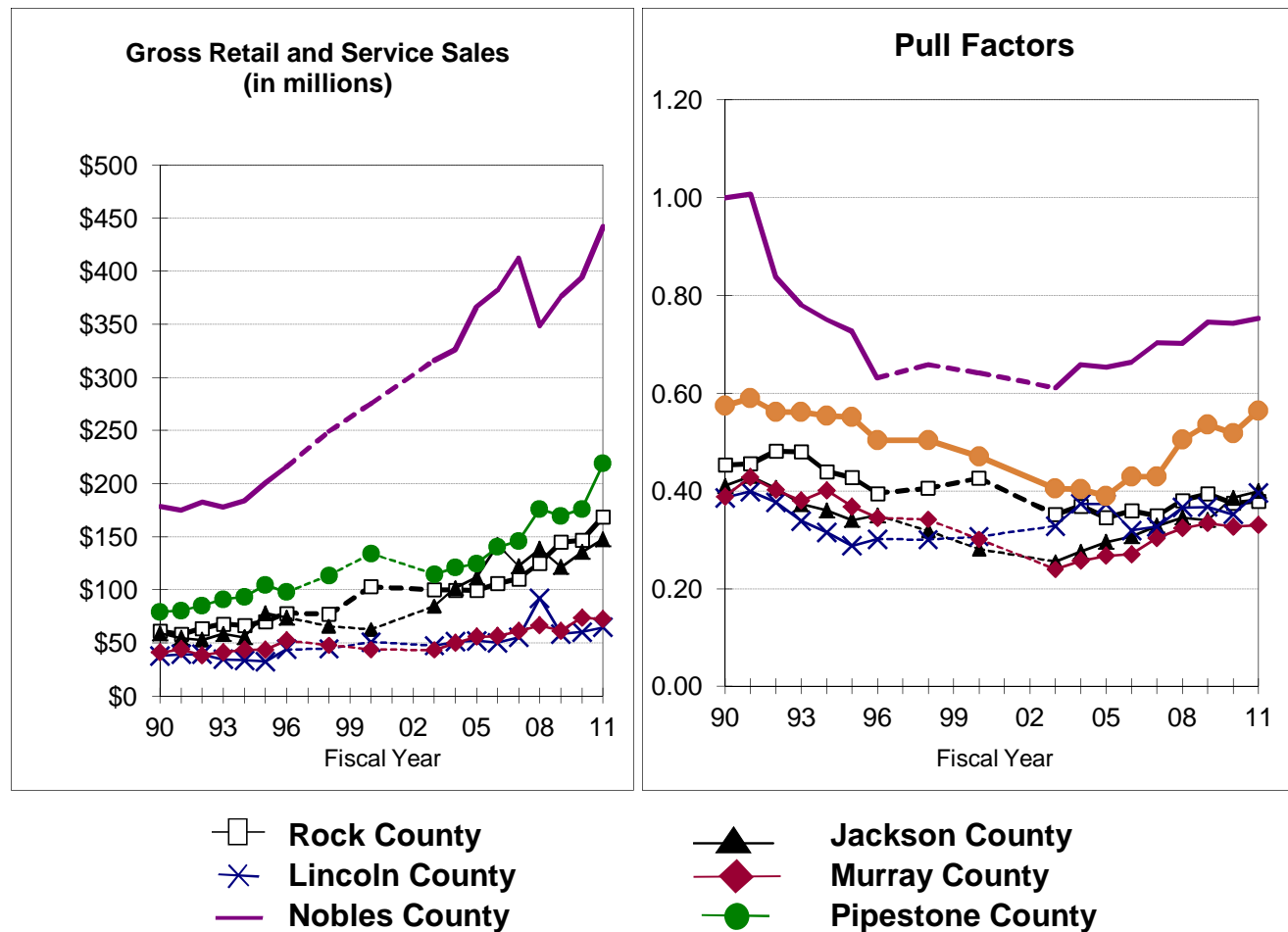
**Repair:** Businesses that return equipment to working order. Examples: cars, lawnmowers, small engines, knives, shoes, computers, furniture, and appliances.

**Personal Services:** Barbers, beauty salons, tanning facilities, funeral homes, laundromats, dry cleaners, pet groomers, and kennels.

\*Caution should be used when comparing pull factors before 2003 to those in later years due to the switch from SIC to NAICS.

# Comparison with Neighboring Counties

## Rock County



### Comparison with Neighboring Counties, 2011

Town	Population	Gross Sales (\$millions)	Taxable Sales (\$millions)	Number of Firms	Per Capita Taxable Sales	Pull Factor (Taxable Sales)
Rock County	9,644	\$168.76	\$34.13	216	\$3,539	0.38
Jackson County	10,203	\$147.66	\$37.99	269	\$3,723	0.40
Lincoln County	5,819	\$64.67	\$21.50	167	\$3,695	0.40
Murray County	8,640	\$72.19	\$26.57	233	\$3,075	0.33
Nobles County	21,365	\$441.85	\$149.98	470	\$7,020	0.75
Pipestone County	9,525	\$218.90	\$50.03	253	\$5,253	0.56

# Trade Area Analysis of Retail Sales

## Rock County

The following tables provide information on retail sales by merchandise category. "Potential sales" is a standard to which actual performance is compared. In calculating potential sales, population and income characteristics are taken into account. Potential sales can be used as a guideline or "par value" in analyzing retail strength.

Deviations from these norms can be analyzed to first judge whether they should be considered relevant. If the differences appear to be significant (whether in dollar amounts or relatively with percentages), additional consideration is merited. Categories with undesirable performance may be further examined for potential corrective action. It is also important to determine whether or not the situation is relatively uncontrollable due to external or extenuating circumstances. In cases of favorable differences from expectations, the positive aspects should be identified and built upon.

### Trade Area Analysis by Merchandise Category, 2011

Merchandise Group	Potential Sales (\$millions)	Actual Sales (\$millions)	Variance Between Actual & Potential		Trade Area Pop. Gain or Loss	Number of Firms	Percent of Total Sales
			In Dollars (millions)	As % of Expected			
Vehicles & Parts	\$3.84	\$3.46	-\$0.38	-10.0%	-966	8	10.1%
Furniture Stores	\$2.27	\$0.45	-\$1.82	-80.2%	-7,730	4	1.3%
Electronics	\$3.05	NA	NA	NA	NA	NA	NA
Building Materials	\$8.40	\$3.70	-\$4.70	-56.0%	-5,397	8	10.8%
Food, Groceries	\$5.80	\$2.33	-\$3.47	-59.9%	-5,772	6	6.8%
Health, Personal Stores	\$1.16	NA	NA	NA	NA	NA	NA
Gasoline Stations	\$1.82	\$2.42	+\$0.60	+32.8%	3,167	10	7.1%
Clothing	\$1.77	NA	NA	NA	NA	NA	NA
Leisure Goods	\$2.37	NA	NA	NA	NA	NA	NA
General Merchandise Stores	\$10.07	\$6.47	-\$3.60	-35.8%	-3,450	6	18.9%
Miscellaneous Retail	\$2.98	\$2.28	-\$0.70	-23.5%	-2,266	31	6.7%
Amusement & Recreation	\$2.74	\$0.90	-\$1.84	-67.2%	-6,480	9	2.6%
Accommodations	\$3.16	\$1.30	-\$1.86	-58.9%	-5,682	9	3.8%
Eating & Drinking Places	\$13.16	\$6.18	-\$6.98	-53.1%	-5,118	20	18.1%
Repair, Maintenance	\$2.22	\$2.61	+\$0.39	+17.5%	1,686	30	7.6%
Personal Services, Laundry	\$1.46	\$0.18	-\$1.27	-87.3%	-8,420	14	0.5%
<b>Total Taxable Retail &amp; Service</b>	<b>\$91.22</b>	<b>\$34.13</b>	<b>-\$57.09</b>	<b>-62.6%</b>	<b>-6,036</b>	<b>216</b>	<b>100.0%</b>

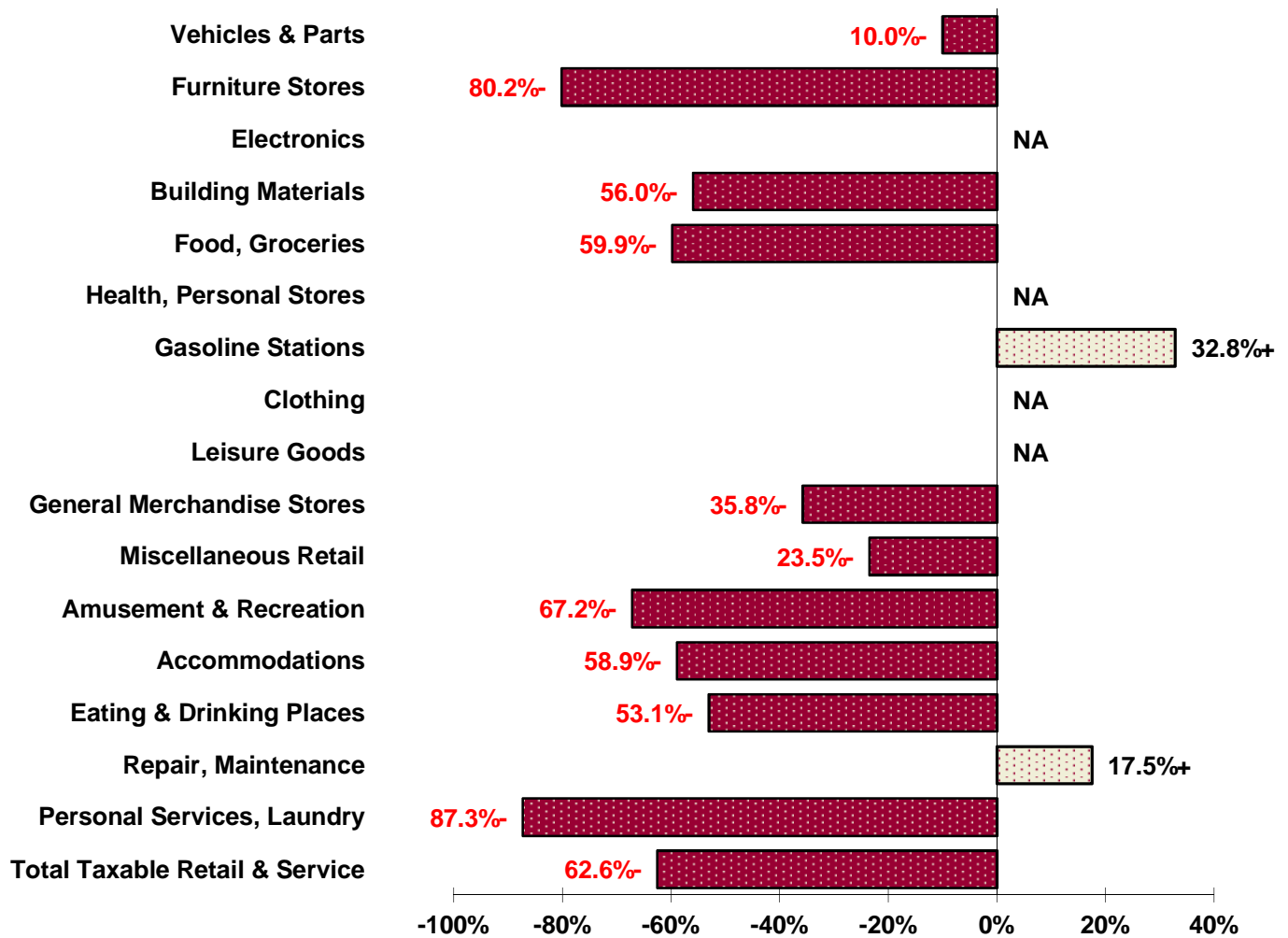
\*All retail and service categories are included in Total Sales, including some categories not shown. Therefore, the merchandise groups shown here generally will not sum to Total Sales.

# Rock County Retail Trade Performance in Percentages

The chart below depicts the percentage amount Rock County's actual sales were above or below potential sales in 2011 by merchandise group. Of the 12 merchandise categories with reported data, sales in 2 of the categories were above what would be expected based on the county's population and income characteristics as well as statewide spending patterns. The strongest merchandise group by this standard is the Gasoline Stations category, which has a 32.8 percent surplus. Overall, Rock County had a retail sales leakage of 62.6 percent.

It is important to note that variations in a county's relative retail performance may occur for a variety of reasons, some of which are beyond the control of local policy. Proximity to larger population centers and transportation patterns, as well as the individual retailer's management and marketing, can cause the retail sales of a particular county to deviate substantially from potential sales. It is important that decision-makers consider these influences when constructing policies, plans, or projects.

**Percentage Above or Below Potential Sales, 2011**



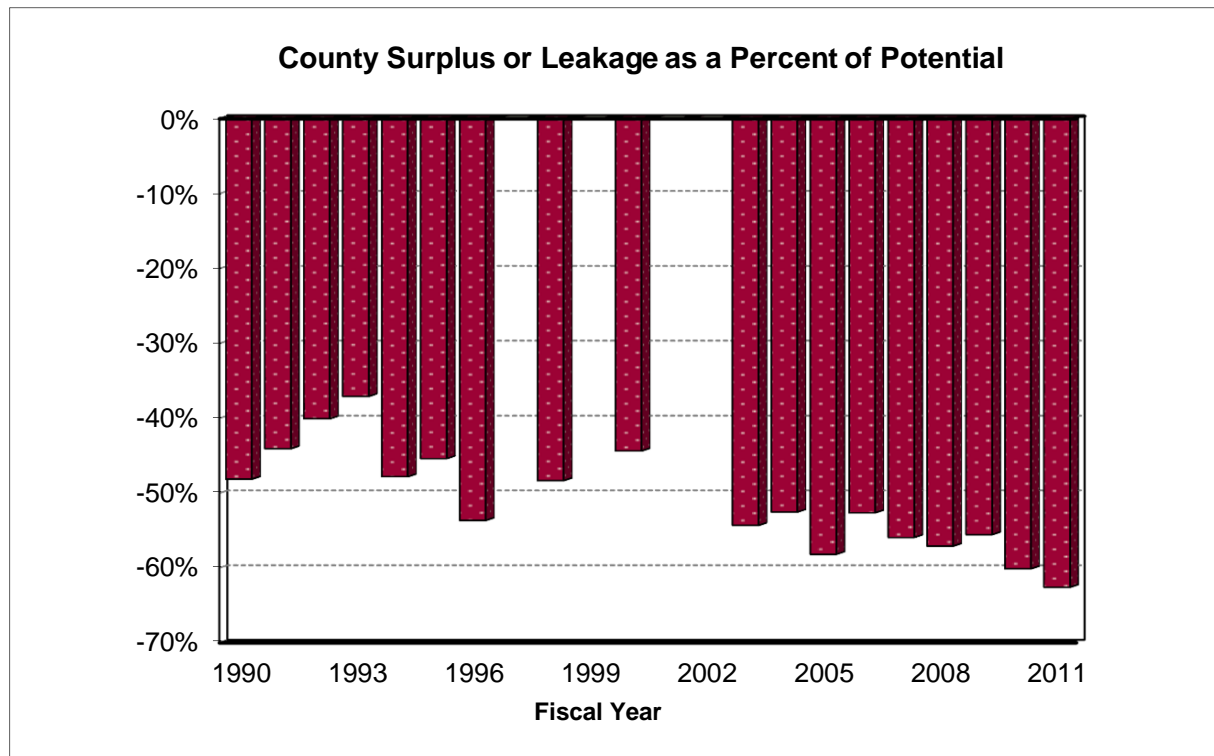
# Rock County Retail Trade Performance in Dollars

The chart below depicts the dollar amount Rock County's actual sales were above or below expected sales in 2011 by merchandise group. Of the 12 merchandise categories with reported data, sales in 2 of the categories were above what would be expected based on the performance in similar-sized Minnesota towns. The strongest merchandise group by this standard is the Gasoline Stations category, which has a \$0.6 million surplus. Overall, Rock County had a retail sales leakage of \$57.1 million in 2011.

It is important to note that variations in a town's relative retail performance may occur for a variety of reasons, some of which are beyond the control of local policy. Proximity to larger population centers, management, marketing, and transportation patterns are just a few factors that can cause the retail sales of a particular city to deviate substantially from expected sales. It is important that decision-makers consider these influences when constructing policies, plans, or projects.



# Rock County Retail Trade Surplus or Leakage



Fiscal Year	Population Estimate	Index of Income	Potential Sales (in millions)	Actual Sales (in millions)	Surplus or Leakage (in millions)	Surplus or Leakage as % of Potential	Trade Area Population Gain or Loss
1990	9,806	0.87	\$37.7	\$19.5	-\$18.1	-48.1%	-4,720
1991	9,776	0.82	\$34.9	\$19.5	-\$15.4	-44.1%	-4,307
1992	9,854	0.80	\$38.3	\$22.9	-\$15.3	-40.1%	-3,947
1993	9,841	0.76	\$37.9	\$23.8	-\$14.0	-37.1%	-3,647
1994	9,899	0.84	\$45.6	\$23.8	-\$21.8	-47.8%	-4,732
1995	9,865	0.78	\$44.1	\$24.1	-\$20.0	-45.4%	-4,478
1996	9,910	0.85	\$56.5	\$26.2	-\$30.3	-53.6%	-5,316
1997	9,871	0.82	NA	NA	NA	NA	NA
1998	9,723	0.79	\$53.2	\$27.5	-\$25.7	-48.3%	-4,698
1999	9,619	0.77	NA	NA	NA	NA	NA
2000	9,721	0.76	\$56.5	\$31.4	-\$25.1	-44.4%	-4,313
2001	9,751	0.74	NA	NA	NA	NA	NA
2002	9,794	0.75	NA	NA	NA	NA	NA
2003	9,614	0.77	\$66.0	\$30.2	-\$35.9	-54.3%	-5,221
2004	9,579	0.78	\$69.0	\$32.7	-\$36.2	-52.5%	-5,031
2005	9,520	0.83	\$74.9	\$31.3	-\$43.6	-58.2%	-5,539
2006	9,535	0.76	\$69.5	\$32.9	-\$36.6	-52.6%	-5,018
2007	9,498	0.79	\$73.2	\$32.3	-\$41.0	-55.9%	-5,313
2008	9,476	0.89	\$80.4	\$34.5	-\$45.9	-57.1%	-5,410
2009	9,483	0.89	\$75.4	\$33.5	-\$41.9	-55.6%	-5,269
2010	9,692	0.94	\$82.2	\$32.8	-\$49.4	-60.1%	-5,826
2011	9,644	1.01	\$91.2	\$34.1	-\$57.1	-62.6%	-6,036

# State of Minnesota Per Capita Taxable Retail Sales & Threshold Levels for Selected Goods and Services 2011

*Threshold level refers to the number of people per business, which can be used as a general guide for determining the "critical mass" necessary to support a business. These are broad averages for the state as a whole and do not reflect differences in income, tourism, agglomeration, establishment, etc. Further, the business counts are based on the number of sales tax returns filed and are converted to "full-time equivalents." Multiplying people per business by sales per capita yields average sales per firm. In addition to state averages, averages for the non-metropolitan regions were calculated by excluding the seven county Minneapolis-St. Paul metropolitan region.*

Business Activity / Store Type NAICS	People Per Business		Sales Per Capita		
	State	Non-Metro	State	Non-Metro	Luverne
<b>RETAIL TRADE</b>					
441 Vehicles, Parts	1,841	1,444	\$392.08	\$376.48	\$728.27
442 Furniture Stores	2,505	2,862	\$230.87	\$151.39	\$94.97
443 Electronics	3,127	4,057	\$310.16	\$134.65	NA
444 Building Materials	2,257	1,738	\$857.89	\$913.76	NA
445 Food and Beverage Stores	1,509	1,352	\$592.44	\$493.29	\$490.21
446 Health, Personal Stores	3,265	3,720	\$117.24	\$70.03	NA
447 Gasoline Stations	2,609	1,925	\$185.47	\$220.16	\$438.90
448 Clothing & Accessory Stores	1,451	1,838	\$180.93	\$84.94	NA
451 Leisure Goods	1,307	1,262	\$242.49	\$163.19	NA
452 General Merchandise	5,054	3,959	\$1,019.03	\$1,054.64	\$1,362.56
453 Miscellaneous Merchandise	391	374	\$320.60	\$234.25	\$839.54
454 Non-store Retail	841	958	\$294.16	\$84.21	\$12.97
Retail Total			\$4,743.35	\$3,981.01	\$3,967.42
<b>INFORMATION</b>					
511 Publishing Industry	7,947	19,990	\$24.59	\$0.65	
512 Movie & Recording Industry	14,609	44,705	\$25.45	\$9.66	
515 Broadcasting	56,129	122,940	\$107.25	\$3.39	
516 Info -Internet Publ/Brcst	205,086	NA	\$0.01	NA	
517 Telecommunications	6,115	10,690	\$727.36	\$252.65	
518 Internet Service	8,491	44,705	\$63.47	\$1.05	
519 Other Information Services	3,941	5,652	\$156.76	\$32.74	
<b>FINANCE AND INSURANCE</b>					
522 Credit Intermediation	7,265	7,906	\$21.08	\$5.15	
523 Securities, Commodities	25,152	153,675	\$2.89	\$0.23	
524 Insurance Carriers	11,345	27,320	\$1.47	\$0.42	
525 Funds, Trusts	296,236	NA	\$4.08	NA	
<b>REAL ESTATE AND RENTAL AND LEASING</b>					
531 Real Estate	3,065	4,545	\$33.30	\$21.64	
532 Rental, Leasing Services	2,833	4,005	\$255.95	NA	
533 Lessors Nonfinancial Assets	592,472	NA	\$0.13	NA	
<b>PROFESSIONAL, SCIENTIFIC, AND TECHNICAL SERVICES</b>					
541 Prof, Scientific, Technical Services	456	781	\$241.61	\$68.76	
551 Mgmt Of Companies	26,931	129,411	\$30.96	\$2.73	
<b>ADMINISTRATIVE &amp; SUPPORT; WASTE MGMT &amp; REMEDIATION SVCS</b>					
561 Admin, Support Services	527	614	\$17.35	\$120.92	
562 Waste Mgmt, Remediation	15,546	14,379	\$14.65	\$0.87	
<b>EDUCATIONAL SVCS; HEALTH &amp; SOCIAL ASSISTANCE</b>					
611 Educational Services	4,569	5,827	\$17.35	\$15.03	
621 Health -Ambulatory Care	1,152	1,454	\$14.65	\$9.87	
622 Health -Hospitals	96,950	144,635	\$10.92	\$8.43	
623 Health -Nursing,Residential Care	16,611	13,970	\$1.68	\$1.67	
624 Health -Social Assistance	18,014	31,124	\$1.80	\$1.94	
<b>ARTS, ENTERTAINMENT &amp; RECREATION</b>					
711 Performing Art, Spectator Sports	2,732	4,037	\$62.49	\$9.21	
712 Museums, Historical Sites	64,244	84,786	\$4.25	\$0.43	
713 Amusement, Gambling, Recr	2,314	1,944	\$279.72	\$133.46	\$98.55
<b>ACCOMMODATION &amp; FOOD SERVICES</b>					
721 Accommodation	2,164	1,218	\$321.69	\$300.10	\$226.24
722 Food Services, Drinking Places	471	460	\$1,345.00	\$992.05	\$1,044.15
<b>OTHER SERVICES</b>					
811 Repair, Maintenance	603	449	\$226.81	\$228.14	\$369.68
812 Personal, Laundry Service	634	553	\$148.82	\$49.40	\$23.69
<b>TOTAL RETAIL AND SERVICES</b>			\$9,322.56	\$6,439.25	

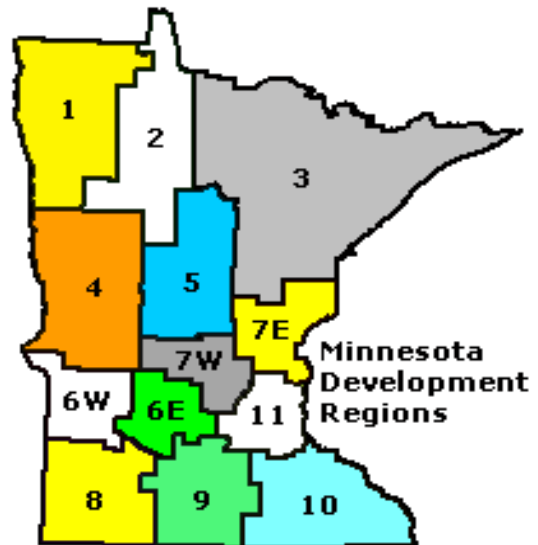
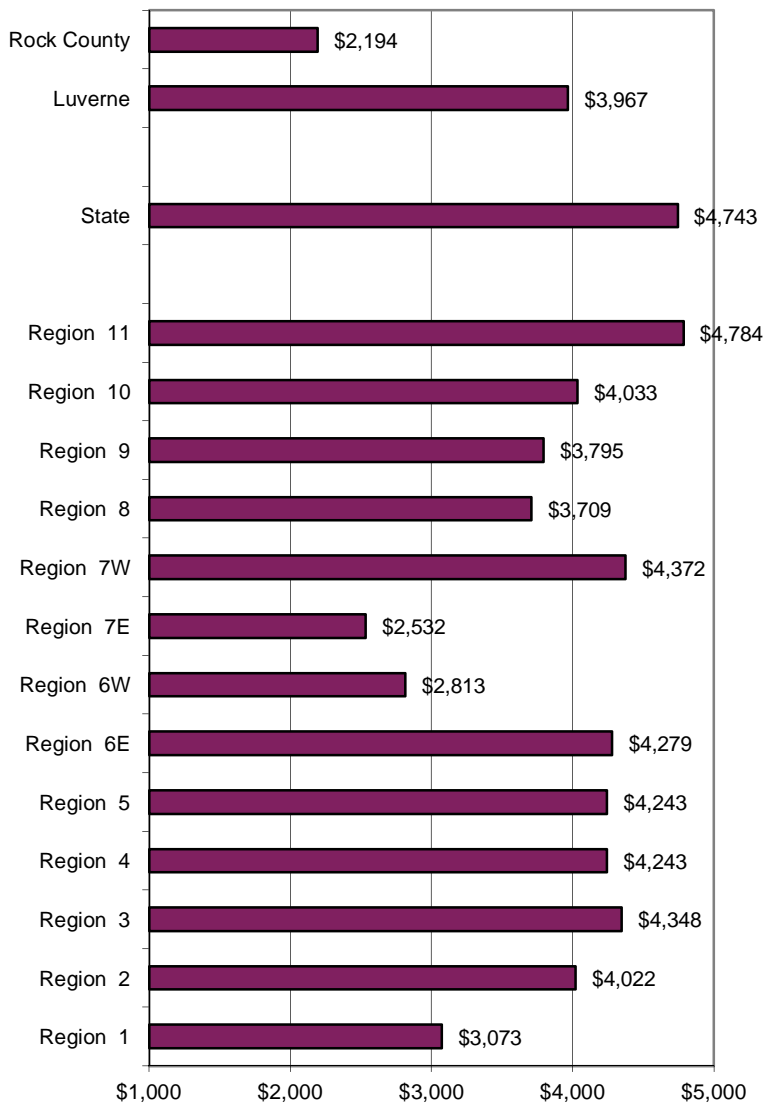


# Compare the Community to the Region

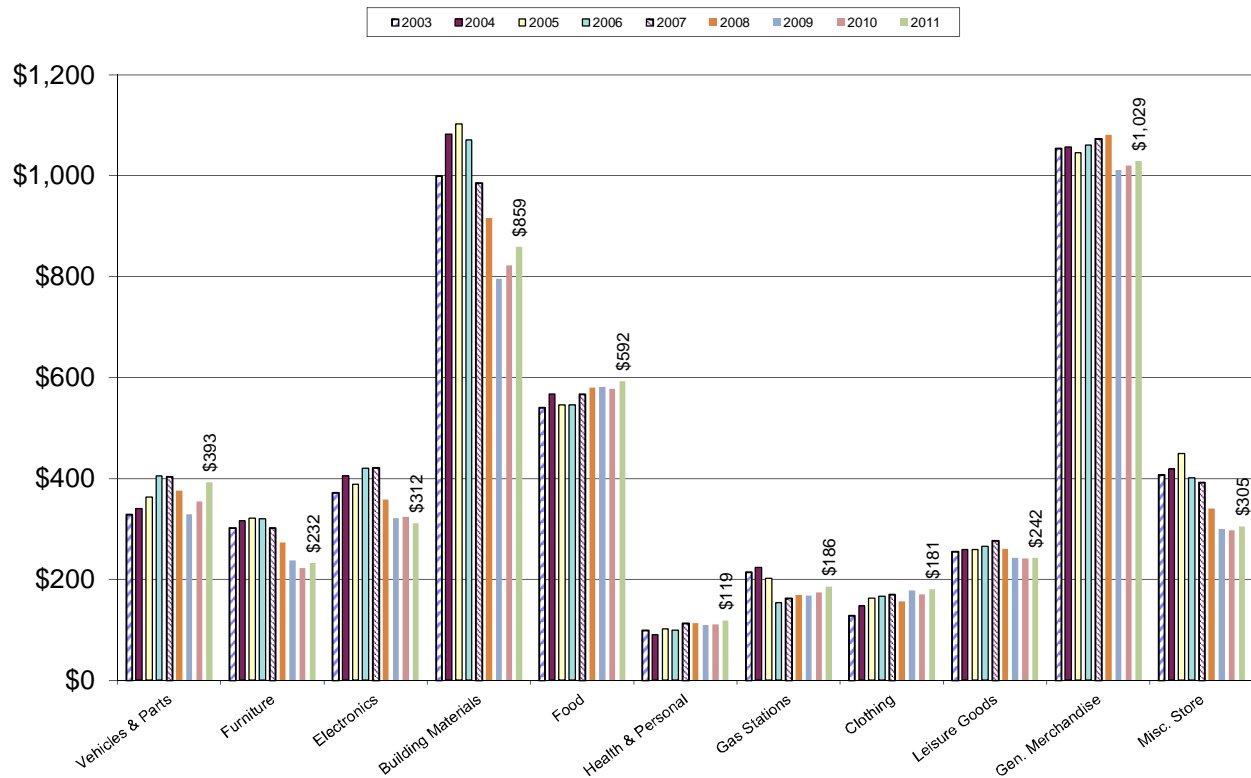
## Luverne and Rock County

On other pages of this report we compared communities using a combination of retail sectors and service sectors. The information on this page only includes businesses in **retail trade** and does not include service sectors. The retail trade sectors include the following: building materials, motor vehicles & parts, clothing, food stores, electronics, convenience stores, leisure goods, health stores, furniture, general merchandise, non-store retail, and miscellaneous stores.

### 2011 Retail Sales per capita



## Minnesota Taxable Sales per Capita Trend



## Minnesota Taxable Sales per Capita Trend Adjusted to 2011 Dollars

